



# port adelaide centre



vision+  
framework



# client

**Government of South Australia  
City of Port Adelaide Enfield**

## **Project Steering Committee**

**Warwick Stuart** Land Management Corporation  
**Andre Stuyt** Land Management Corporation  
**Rosa Gagetti** City of Port Adelaide Enfield  
**Tony Kamenjarin** City of Port Adelaide Enfield  
**Chris Hannaford** PlanningSA  
**Paul Stark** PlanningSA

# acknowledgements

## **Consultant Team**

Project Manager **Daniel Bennett, HASSELL**  
Project Director **Brenton Burman, HASSELL**

Expert Team **Jan Gehl, Professor, Dr. litt, GEHL Architects**  
**Ken Maher, Chairman, HASSELL**  
**Mike Cullen, Patrick Partners Pty Ltd**

Specialist Team **Natalie Fuller & Associates**  
**McIntyre Robertson Scarborough Pty Ltd**  
**Murray Young & Associates**  
**SASH Consulting Services Pty Ltd**

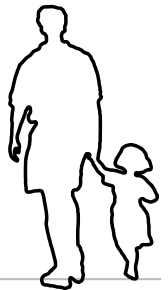
## **HASSELL Limited 007 711 435**

70 Hindmarsh Square Adelaide SA 5000 Australia  
**p** 61 8 8203 5222 **f** 61 8 8203 5200  
**e** [dbennett@hassell.com.au](mailto:dbennett@hassell.com.au) **w** [www.hassell.com.au](http://www.hassell.com.au)

Contact: Daniel Bennett, Senior Associate  
Copyright: July 2006



# port adelaide centre



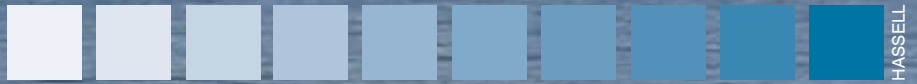
## vision+ framework

a vision & urban design framework  
for the port adelaide centre









# vision portadelaide2030



*Port Adelaide was South Australia's first commercial Port. It is now a vibrant and creative community that has secured a sustainable future based on a vision that celebrates its history as well as embracing new ideas, innovation and development.*

*The heritage of Port Adelaide is valued in its revitalisation focusing on active mainstreets, waterfront promenades and the Port River.*

*Port Adelaide is an easily accessible regional centre within metropolitan Adelaide, offering lively cafes, shops and pubs together with residential, commercial, tourism, cultural and leisure activities providing rich and rewarding experiences.*

*New investment in commercial enterprise and residential activity provide an attractive opportunity to live, work and play in a unique environment.*

*The Port is a collection of pedestrian-friendly and inspirational spaces to explore, savour and enjoy, allowing locals and visitors alike to soak up the unique atmosphere, a melting pot of historic quality and new-found confidence.*

*A strategic approach to Port Adelaide's future has energised the area and facilitated iconic development on key sites that support economic and residential growth.*







Old Harbours Board Building, Port Adelaide Centre



# contents

HARBORS BOARD

## Vision

### Foreword

01	Introduction	1
02	Port Adelaide in Context	9
03	Consultation with the Port Community	17
04	Understanding Port Adelaide	23
05	Vision & Urban Design Principles	37
06	Urban Design Framework	49
07	The Way Forward	93



“a working harbour  
...is being transformed into a recreation harbour”

*Professor Jan Gehl*

House  
ant

C. G. McLACHLAN & CO  
CUSTOMS, SHIPPING  
FORWARDING AGENTS.

Heritage buildings on Lipson Street, Port Adelaide Centre



# foreword



“



jan  
gehl

All over the world plans for reconquering waterfronts are being formulated as many waterfront cities are facing the same challenges that are facing Port Adelaide; the city has lost its connection to the waterfront.

The working harbour of Port Adelaide is in the process of being transformed into a recreation harbour, with the opportunity now available to reinvigorate the Port Adelaide Centre and reconnect it to the waterfront.

I am pleased to have been involved in the development of a vision and urban design framework to transform the Port Adelaide Centre into a vibrant and active city centre.

In the past, ports and harbours were very active working places, with many smaller ships being manually loaded and unloaded over many days by a large workforce, and the quaysides were teeming with wagons, horses, lorries and freight trains. As a natural consequence of this activity, the waterfronts were occupied by warehouses and industries. Although busy, such harbours were generally noisy, dirty and polluted places, and the adjacent urban areas, for good reasons, did whatever they could, to turn their backs on the waterfront activities.

This was the case at Port Adelaide until recently, when, with the advent of containerisation, new transport systems and the relocation of warehousing, industrial activities and port-related activity has demised.

The world-wide trend is that the abandoned working harbours are now being transformed into major city attractions. The waters are being filled with sailboats, dinghies and canoes, and the quaysides are becoming

the most attractive place in the cities for promenades or other recreational activities. Waterfronts have also become prime locations for residences, offices, commercial and cultural activities.

Port Adelaide is uniquely placed for rejuvenating its city centre, while retaining its heritage and character, and reconnecting the centre with the adjacent waterfront.

The public spaces of Port Adelaide are also ideally placed for revitalisation. Today, the life in public spaces has to a great extent shifted into leisure time activities: people are promenading, sitting in café's enjoying landscapes and townscapes, while others are using such spaces for active recreation and exercise.

An entirely new city economy is emerging. People spend more time and money enjoying themselves at outdoor cafés and restaurants, or on impulse shopping while strolling in the cities. If people enjoy the cities and have a good time, it is indeed very good for city economy in a consumer and leisure time society.

All this is good news for Port Adelaide. It is just waiting to be reconquered. In a few years the Port Adelaide Centre and adjacent waterfront will be one of the most attractive places in South Australia.

I look much forward to my next visit to 'the Port' to see the change, to enjoy its outstanding attractions and its people.

”

*Jan Gehl, Professor of Urban Design  
Partner, GEHL Architects  
May 2006*

A low-angle photograph of a classical building facade. The building is light-colored with prominent architectural details like cornices and pilasters. A large sign on the left reads 'INSTITUTE CHBS' in a serif font. Above a window on the right, a smaller sign reads 'MARINE ENGINEERS'. The sky is a clear, bright blue.

“The future is not some place we are going to, **but one we are creating**”

*Dr Peter Ellyard, Former Commissioner for the Future*

Former Institute CHBS Building, Port Adelaide Centre





## 'The Port'

The 'Port', as it is affectionately known, faces significant challenges now and in the future to ensure it's long-term viability and success as Adelaide's premier regional centre. This report has been developed to provide the vision and tools to facilitate the ongoing development of the centre whilst protecting the Port's valuable heritage. Throughout 2005 and 2006 the community of Port Adelaide were asked to contribute to the creation of a 'Vision' for the Port Adelaide Centre. The Vision, developed with internationally respected urban design specialist Jan Gehl and HASSELL's Ken Maher, was further cultivated to represent the Port Adelaide Centre in 2030.

The consultant team in conjunction with the community, Port Adelaide Enfield Council, Planning SA and Land Management Corporation developed seven 'Urban Design Principles' based on the agreed Vision. These pragmatic, deliverable principles will enable government and stakeholders in the public and private sectors to achieve the Vision. They have been developed as simple statements allowing flexibility in protecting valuable heritage whilst allowing good quality development focused on the improvement of the public domain of the Port Centre. Following the development of the principles, an Urban Design Framework was developed which provides more detailed objectives for the different areas that make up the Port Adelaide Centre. Finally a Plan Amendment Report (PAR) will be prepared to allow for positive changes to the Development Plan.

## Port Adelaide Today

The Port Adelaide Centre is located approximately 12 kilometres north-west of Adelaide's Central Business District. The Port Adelaide Centre has an area of approximately 0.8 square kilometres and is immediately south of the Port River and Port Adelaide Inner Harbour.

Port Adelaide has a richly layered, textural, cultural and industrial history stretching back to the colonisation of South Australia around 160 years ago and a strong relationship to the local *Kaurna* Aboriginal community which predates European settlement. Originally identified as the site for the City of Adelaide, Port Adelaide developed into one of Australia's busiest port and enterprise facilities servicing the industrial requirements of one of Australia's more remote capital cities.

Key elements of the Port Adelaide Centre today include:

- The people and their various communities.
- The built heritage, with a major portion of the Centre being designated as a State Heritage Area.
- The under-utilised bond building warehouses of the historic Woolstores area on the eastern side of the Centre.
- The Council offices and civic area adjacent the northern side of St Vincent Street.
- The disbursed retail environment in the southern side of the Centre.
- The heavy freight movement through the heart of the Port Centre.

Like many working ports around the world the Port Adelaide Centre has in recent decades dissolved its connection to the waterfront. With advancements in containerisation, other transport modes and the relocation of traditional port-related industries, the role and function of the original Port of Adelaide has changed. The once bustling Port waterfront has become somewhat lifeless and devoid of activity, and has had a severe impact on the functioning of the adjacent Port Adelaide Centre.

As a result there is persuasive evidence of The Port's origins – the fabric of built heritage suggests a commitment from the outset to develop The Port as a working, industrious and productive waterside centre. Over the last two decades heritage precincts of a similar nature such as Fremantle, The Rocks in Sydney or Salamanca Place in Hobart have realised their adaptive re-use potential, creating modern equivalents of the original uses- as hives of activity. There has been a complete paradigm shift of how this often beautiful and richly detailed built heritage can be adapted to suit 21<sup>st</sup> century needs and requirements. In many cases the problem has been identifying the heritage values of the various components- the streets, buildings, wharves, warehouses, bond buildings, loading docks, stores and the like.

The Port Adelaide Centre is in the enviable position of being able to qualitatively and quantitatively assess the potential of its built form, its working and current cultural image, the multi-layered history and create a holistic vision that allows another 160 years of 'The Port' to develop.

## key elements of port adelaide centre



Figure 2.1: Regional Map



## The Port Adelaide Centre Project

Over the past 30 years, there have been numerous attempts to revitalise the Port Adelaide Centre. The recent commencement of the first stage of the redevelopment of the Port Waterfront, opening of the Port River Expressway, and commencement of construction of road and rail bridges over the Port River, the triggers are in place to underpin the future development and upgrading of the Port Centre.

The South Australian Government and the City of Port Adelaide Enfield are working together with the local community to make Port Adelaide's City Centre a unique and inspirational place. The Land Management Corporation, Planning SA and the City of Port Adelaide Enfield have engaged the international design firm of HASSELL to:

- Develop a long term vision for the Port Centre
- Develop a detailed design structure to guide future development, through an Urban Design Framework
- Help deliver the vision and structure for the Port Centre through appropriate planning policy changes – Development Plan Amendments
- Consult with key stakeholders and the community throughout the project

HASSELL placed significant emphasis on bringing together a team of internationally recognised specialists in city centre urban regeneration and waterfront redevelopments in conjunction with a local 'core team' who managed the process and documented the outcomes.

Our international experts in city centre design and revitalisation included:

- Professor Jan Gehl, Gehl Architects, Copenhagen
- Ken Maher, HASSELL Chairman, Sydney
- Mike Cullen, Patrick Partners Pty Ltd, Sydney

The Core Project Team was assisted by specialist experts in retail and economic development, traffic and transport management, Aboriginal and cultural heritage and community consultation.

be bold  
in our thinking

be flexible  
& responsive to  
change

actions to  
achieve the  
vision

## The Project Study Area

The project study area in Figure 1.1 shows the extent of the study area. It includes the majority of the Port Adelaide Centre to the south of the inner harbour of the Port River. This area includes heritage and commercial areas, the retail 'core' area, the Woolstores area along with residential areas to the east and south.

The project study area does not include land immediately adjacent to the Port River - land which is subject of the Port Waterfront redevelopment project.

However the analysis and concept phase of the project has not been limited to the study area due to the need for integration and coordination with the adjacent development and the opportunity to link the Port Adelaide Centre and the waterfront.



Figure 1.1: Port Adelaide Study Area

— Port Adelaide Centre Study Area





## chapter outline

### The Process

The Urban Design Framework (UDF) is part of a comprehensive, integrated process to identify a strategic revitalisation tool for the Port Adelaide Centre.

This report is designed so that it is easily digested in components. It is not necessary to be read from start to finish although Chapters 1 to 5 set the background for the process and preparation of the Vision and Urban Design Framework for the Port Adelaide Centre.

**CHAPTER 1** introduces the Port Adelaide Centre Project. It describes the project, HASSELL's role in the project and the Steering Committee. It describes the extent of the study area, explains what an Urban Design Framework is and describes the process.

**CHAPTER 2** places Port Adelaide in context and the various influences over the Port's function, location, regional address, culture, heritage, economic vitality and traffic and transport issues.

**CHAPTER 3** addresses the extensive community consultation undertaken, involving Jan Gehl and Ken Maher, and the two community forums undertaken in July and August 2005. The process, involvement and commentary provided by the community is summarised and how the views of the community have informed the Vision, UDF and PAR processes.

**CHAPTER 4** is about understanding Port Adelaide, and based on the Site Analysis undertaken from April to June 2005 describes functions, gateways, views and vistas, the built form and grain, open space and the public domain. This chapter provides recommendations for the Urban Design Framework.

**CHAPTER 5** introduces the Vision and supporting Urban Design Principles for the Port Adelaide Centre. The seven principles form the overall design approach to the Port Adelaide Centre and forms the foundations for the Urban Design Framework and the Plan Amendment Report.

**CHAPTER 6** is the Urban Design Framework for the Port Adelaide Centre. It brings together the elements of the previous chapters and applies the Vision and the Principles to the Port Adelaide Centre. It considers various opportunities to revitalise streets, retail areas, parking, street life, trees, access and development opportunities in detail.

**CHAPTER 7** is the 'way forward' for the revitalisation strategy.

## catalyst for change

**This report has been prepared as a catalyst to encourage government leadership and private sector investment in the Port Adelaide Centre.**

**As such, the Vision for the Port Centre is espoused - but its achievement may be through projects and priorities outside the scope of this report.**

**Commitments to specific actions will be through the work progress and budgets of State Government, Council and the private sector.**

## elements of the UDF

### What is an Urban Design Framework?

An Urban Design Framework (UDF) is a planning and design process that provides well-integrated development and design visions for specific places. The UDF typically includes analysis of existing conditions, access and movement networks, land uses, ownership, management and environmental factors which are translated into a broad design concept that is easily visualised and understood.

The achievement of a UDF lies with a multi-layered implementation strategy, which includes:

- The development of a simple underlying idea or framework
- A process to provide opportunities for public and private sector improvements to the public domain
- Reactivating public spaces for people
- Establishing sound planning policy frameworks
- Ensuring the right tenancy mix
- Capitalising on funding opportunities to achieve positive outcomes
- Creating events and activities to enliven a place

There is a need to strike a balance in establishing a plan firm enough to deliver the desired future but with sufficient flexibility to allow unknown future opportunities and commitments to be captured.

The detail of the Urban Design Framework is necessarily based on known conditions and informed judgements about likely future conditions. It needs to be able to evolve to capture these conditions in order to best realise the Vision and Urban Design Principles.

As an example, public transport is an important element in the Vision and Urban Design Principles that seek to ensure that the Port Adelaide Centre is “an easily accessible regional centre...” Present commitments necessitate the Urban Design Framework accepting the continued operation of the existing train service and associated infrastructure and working with this to best deliver the Vision and Urban Design Principles.

Alternative proposals for public transport, including light rail and electrification of the existing heavy rail have recently been proposed but have not been endorsed in any State Government policy document. If there is a commitment to an alternative, the Urban Design Framework will need to be reviewed. It is therefore important that the Urban Design Framework not preclude possible alternatives that would help to deliver the Vision and Urban Design Principles.

Changes to planning policy in statutory planning instruments generally run parallel to a UDF. Further direction for future development can also be provided through Design Guidelines that set ‘minimum standard’ good quality practice that is consistent with the ‘design vision’ and develops a ‘sense of place’ and identity that reflects local culture, heritage and character.

Port Adelaide has a definite character and heritage, which requires a rigorous analysis and response to understand the context of the place. The Port Adelaide Centre UDF allows us to visualise how these spaces might be developed both now and in the future.



## Improving Public Spaces

One of the vitally important aspects for the Port Adelaide Centre is the development of a diverse street edge condition with 'active' storefronts facing the main and secondary streets. This will improve the quality of the 'public face' of the Port Adelaide Centre and encourage more people to live, work, visit and enjoy the array of existing and potential activities within the Centre. The intensification of the mix of land uses will result in improved access by modes other than private motor vehicle (walking, biking, public transit). Increased investment in the public domain, together with inclusion in the Development Plan of the Vision and Urban Design Principles outlined in this report, will have a positive impact on improving the retail performance of the Port Adelaide Centre.

Another important aspect in achieving the Vision is the successful inclusion and connection of the Port Adelaide Centre to the Port River and the development of the Port Adelaide Waterfront currently underway at Newport Quays and subsequent stages in the future. The success of the revitalisation of the Port Adelaide Centre depends on the successful development of a number of key sites, many of which are outside the scope of this strategy. These include:

- The Fisherman's Market building;
- The Customs House site;
- The vacant land between North Parade, the Lighthouse and Lipson Street;
- The existing Civic Buildings on St Vincent Street;
- The Central Building on the corner of St Vincent Street and Commercial Road

## Improving Retail Performance

One of the key elements to the revitalisation of the Port Adelaide Centre will be the improvement of the retail performance across the Centre. This can be achieved through public domain improvements - such as increasing the quality of pedestrian spaces and linkages, increased on-street parking (for improved retail performance), improved lighting and street furniture, a new town square (a focus for the Port) and other material improvements. Through the creation of a 'walking city', the Port Adelaide Centre can develop as one of Adelaide's key 'destinations' and capture not only increased patronage from tourists and visitors but repeat visits from a wider suburban catchment.

An additional retail role for the Port Adelaide Centre lies in developing the relationship between the water and the existing heritage area. The future of the Port Centre does not lie in competing with or replicating the retail function of West Lakes or Arndale centres. These centres are better placed with respect to population catchments than Port Adelaide for regional shopping centre-type facilities.



Former Car Loader and Jervois Bridge, Port Adelaide Waterfront





## Port Adelaide In Context

The importance of Port Adelaide as a centre is well understood. It is recognised as a Regional Activity Centre within the Draft Adelaide Metropolitan Planning Strategy. Since the demise of the adjacent industrial port activity, the role of the Port Centre has not fully developed into this role like other regional centres.

Its relative disadvantages of the past are now its greatest assets, with the opportunity to capitalise on the Centres built form, heritage and culture and create a dynamic and diverse Centre around a unique asset - the Waterfront.

'The Port' is well placed to develop into a true *Regional Activity Centre* that, unlike the other Regional Centres, can further develop its 'sense of place' and diversity of land use activities.

This will include 'human scale' development and an improved public domain that encourage people to stay and engage in elective and essential activities including leisure, educational and social activities.

The consistent growth of population in and around the centre over the next 25 years will place significant demands on improved services and facilities. It is important to recognise that change will not necessarily occur quickly but take place as population numbers slowly grow, thus improving the viability of a range of business activities and public infrastructure.

The current development proposals including the Newport Quays development and Port River Expressway Bridges will act as major catalysts for change to the Port Adelaide Centre.

## The Location of Port Adelaide

### Regional Context

Over the past 30 years there have been many proposals and studies to revitalise the Port Adelaide Centre. Limited success has been achieved from such initiatives. Port Adelaide is at the threshold of change; there are numerous large projects that will significantly impact on the Port Adelaide Centre. These include:

- **The Port Adelaide Waterfront Redevelopment.** Stage 1, recently commenced by the Newport Quays Consortium (Multiplex/Urban Construct), reported that by October 2005 over 70% of the residential component had been sold. The development of the Port Adelaide Waterfront Redevelopment is estimated at \$1.2bn over the next 10 years. There will be up to an additional 4,000 people living adjacent to the Port Adelaide Centre, and almost 2,000 new employment opportunities.
- **The Port River Expressway and the new Port River Bridges** (both road and rail). This project will significantly alter traffic movement in and around The Port Centre. Collectively these projects are valued at over \$200m. Once complete the new bridges will significantly improve access between Outer Harbor and Australia's export markets. It will also remove heavy traffic from the Port Adelaide Centre;
- The recently announced **Air Warfare Destroyer Contract** together with the development of the Osborne Maritime Precinct, to construct 12 vessels for the Australian Navy over the next 12 years. This project has been valued at over \$6bn. The direct influence is potentially 3,000 direct and indirect additional jobs over the next 10-15 years, not to mention the services, accommodation and facilities opportunities this will provide, much of it in the Port Adelaide area.

These are the major 'drivers of change' that will affect the Port Adelaide Centre. There are other identified trends which will impact or indeed assist the future development of the Port Adelaide Centre, including:

- the attraction of the 'waterfront' and the Port River;
- a greater appeal for waterfront apartment living;
- opportunities for Transit Oriented Development, centred around major transport nodes;
- the growing trend in creating destinations and main street retailing;
- the value of tourism;
- the need to ensure environmentally sustainable development; and
- the growing trend towards retaining and appreciating cultural and built form heritage.

To effectively manage and plan for the future a cohesive, structured strategy is needed to manage the changes and pressures and create a set of principles that drive the quality and quantity of new developments and improvements and to maintain and protect what is special at the Port.

major  
recent  
projects

major  
drivers of  
change





1880



1927



1945



1982



2001

## Culture and Heritage

Port Adelaide's strong culture and heritage derives from its maritime and working class origins and, prior to that, its significance to the Kaurna Aboriginal Community.

### The Kaurna Community

Port Adelaide is located on Aboriginal traditional lands of significance to the Kaurna. Contemporary Kaurna continue to identify the Port as part of their traditional country.

A large number of other Aboriginal people from different parts of South Australia also reside in and visit the area, further contributing to a strong Indigenous foundation to Port Adelaide. Many have lived in the area with some have enduring ties to the area over many generations.

The availability of Aboriginal housing has helped sustain the Aboriginal population and the Port Adelaide Kaurna Cultural Trail, run out of Tauondi College, reflects the spiritual connections to the region.

In the 10 years from 1991 to 2001 the Indigenous community in Port Adelaide increased by over 50%. Representing some 2.6% of the local population (nearly three times the national average).

The Port Centre has become a focal point of community, legal and government services for Aboriginal people. In recent years the State Government and the legal system have worked together with the local Aboriginal community to develop a court system specifically intended to take account of Aboriginal cultural requirements through the establishment of the Nunga Court.

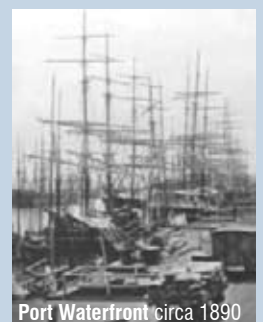
### The Working Population

The Port Adelaide region has and continues to be a major industrial focus for metropolitan Adelaide. The industry base has provided a large amount of employment for local residents.

The proliferation of 'blue-collar' workers, the union culture and the busy maritime atmosphere has helped fuel rivalry between the Port and the predominantly 'white-collar' Adelaide city centre. The hard working, no-nonsense attitude of 'Portonians' (people from Port Adelaide) and the hardships endured by them over the years (particularly during the Depression) has helped weld a strong community spirit.



Port Dock Train Station, now site of Police and Court Buildings, circa 1890



Port Waterfront circa 1890



Heritage Area detail of building



Finely grained old buildings



The Lighthouse

## The 'Port' Culture

The culture of the Port continues to change. The shift in industry activity, together with the changing demographics as a result of investment in 'waterfront' and coastal housing development, will result in the complete transformation of Port Adelaide and its surrounding suburbs.

The Port Adelaide Football Club continues to remain an important element of the 'Port' culture. The Club has had an undeniably strong influence over many years on the psyche of the Port. It has a long history and its associations with Port Adelaide date back to the late 19<sup>th</sup> Century. The Club continues to be a source of local pride today and is a major influence on local culture and identity.

## Built Heritage

The heritage of Port Adelaide is comprised of a number of features. Some of these include:

- The wharf and its role as a historical transport hub
- The original subdivision pattern of the Port Adelaide Centre
- The extensive number of heritage listed buildings and landmarks
- Land use activities, particularly with a maritime focus
- The stories about the Port and its people.

The Port Adelaide Centre is historically unique because of the variety of preserved century old buildings that were developed for a range of activities including, retailing, business, administration, and industry. Some of this heritage has been eroded by demolition or changes to facades particularly on the main street shop fronts where neglect, renovations and signage detract from this historic appeal.

The area around the waterfront north of St Vincent Street has generally retained its historic building stocks, its quality and charm through the area being designated a State Heritage Area.

The introduction of the retail supermarkets and malls has interfered with the original and prevailing pattern of streets. Consequently streets that once connected residential neighbourhoods with the main street are now blocked or illegible. This has impacted upon the traditional historic pattern of development.





Retail Area, Port Canal Shopping Centre



Retail Area, Port Mall car park



Retail Area, Commercial Road

## Economic Vitality

The Port Adelaide Centre is a designated 'Regional Centre' within metropolitan Adelaide. Outside of the Adelaide Central Business District and the prime Fringe Office Market (Greenhill and Fullarton Roads), Port Adelaide has the largest commercial office market in metropolitan Adelaide, with approximately 63,000 square metres of office accommodation.

From a retail perspective, the Port Adelaide Centre competes with the West Lakes and Arndale Shopping Centres. There is approximately 60,000m<sup>2</sup> of retail space in the Port Adelaide Centre. Of this, approximately 8000 m<sup>2</sup> is presently vacant. The Port Adelaide Centre is unlikely to compete strongly with these centres for the discretionary spending dollars (comparison goods) of the trade area population.

The Centre does however vie favourably for the supply of convenience goods and specialist products such as hardware and marine supplies.

The likely retail opportunity for the Port Centre is to grow its share of spending on convenience goods from the trade area, and to develop niche retailing products and services which are attracted by the waterfront tourism / visitor opportunities and the historic characteristics of the Port Adelaide Centre.

For The Port Centre shopping area to be successful in the future and develop into a great place to shop and do business, it will need to allow for changes in retail trends (such as new shops and types of shopping) and office space (as different types of office-based businesses set up in The Port)

The Port Centre must capitalise on its retail strengths and opportunities, which include:

- supermarkets and food shopping to service a growing resident population;
- cafe and restaurant opportunities catering for a local and tourist market;
- specialist and niche local shopping opportunities.

Existing empty office space will be taken up as demand increases from new businesses attracted to the Port Centre.



Retail Area, Commercial Road, view south from Cannon Street



Figure 2.2: 2005 Traffic Movements



Figure 2.3: 2005 Car Parks



Figure 2.4: 2005 Public Transport

BUS ROUTE    OUTER HARBOUR RAIL LINE &amp; STATION

## Traffic and Transport

### Traffic

The amount of passing traffic, including trucks and semi-trailers, on St Vincent Street, Commercial Road and the Birkenhead Bridge is between 22,000 and 26,000 vehicles per day.

The Port River Expressway will impact on the volumes of heavy vehicles moving through the Port Centre. Stage 1 of the new expressway, opened in July 2005, involved the construction of the Port River Expressway from South Road to Ocean Steamers Road.

However, once the recently announced third river crossing is completed in 2007, traffic volumes on St Vincent Street, Commercial Road and the Birkenhead Bridge will be significantly reduced. This will allow for the pedestrian upgrade of St Vincent Street and Commercial Road for local residents, shopping centre users, tourists and local business.

### Pedestrian and Cycle Movement

Pedestrian and cycling linkages throughout the Port Adelaide Centre are inadequate, with no clear prioritised pedestrian access to the waterfront, surrounding suburbs or across Commercial Road.

As part of the proposed waterfront development, improved and more pleasant pedestrian footpaths are proposed, along with more priority for crossings, outdoor dining, cafes, and improved business opportunities along the main streets.

### Car Parking

Currently there is often insufficient car parking available within the Port Adelaide Centre. With a focus on revitalising the Port Adelaide Centre, providing adequate levels of car parking to co-ordinate with the increase in development and activity is a key issue.

### Public Transport

The Outer Harbour train line services Port Adelaide from Adelaide city centre. The service is fairly infrequent during non-peak hours and more frequent in peak times. Bus services are more frequent to the Centre however are not coordinated with the train service and there is no interchange with the train station.

The train station is an old, heritage listed and elevated structure in need of rebuilding or renovating to provide not only a modern facility but also to meet current security and access standards. The service is under utilised, and there is a perception of safety and access issues.

The location of the station is potentially an 'activity generator' for Port Adelaide in conjunction with a transit-oriented development including a bus/train interchange and mixed use development.

Bus services are predominantly provided on Commercial Road and St Vincent Streets with some supporting services through other parts of the Centre. Bus stops on Commercial Road and St Vincent Street are located in highly visible and valuable frontages and are quite extensive in size, some as many as 3 bus lengths long which remove valuable on-street parking spaces.





Port Adelaide Railway Station, 1912



Port Adelaide Railway Station access ramp



Port Adelaide Railway Station access ramp



Port Adelaide Railway Station, 2005



City bound platform, view east



Outer Harbour bound platform, view south



Freight train from Outer Harbour



City bound platform, view north



Bus Stop outside Retail Core



Car Parking, Retail Core





Heritage shopfronts, St Vincent Street, Port Adelaide Centre

# consultation with the port community

## 3

### Introduction

Involving members of the Port Adelaide community in developing a vision for a revitalised Port Adelaide Centre has been an integral component of this study.

This section summarises the processes used to engage the community, key issues and ideas that were expressed, and how these views have helped to inform and shape the proposed Vision and Urban Design Framework (UDF) for the Port Adelaide Centre.

There is a strong sense of pride in the community and a desire amongst residents and workers to actively shape the environment in which they live, work and recreate. From the on-set of this study, it was evident that many members of the community were concerned about changes happening in the Port, including the current Waterfront Redevelopment. Early feedback indicated that many in the community felt 'over-consulted', but their issues were not being listened to.

The consultation process for this study was therefore developed to be as inclusive as possible and to actively demonstrate that community views were being heard and considered. The Project Team sought to achieve this by ensuring that members of the community:

- were aware of the study through newspaper advertisements and articles aimed at the broader community, direct mail to key community groups and ongoing updates on Council's website;
- had opportunities to express their views by completing a 'Response Sheet' and participating in two community forums;
- felt confident that their views were accurately recorded by reporting back to participants and the broader community;
- could see how community views have been used to inform the study outcomes in determining a Vision and UDF for the Port Adelaide Centre.



## Informing and Engaging the community of Port Adelaide

The consultation process was undertaken in four key stages:

- Building on past consultation
- Informing the community
- Vision Development
- UDF Development

## Building on past consultation

The community of Port Adelaide has been engaged in extensive consultation programs in recent years. Given this, it was agreed of the outset of this project to build on such consultation and supplement this with targeted discussions with key community groups and individuals.

A review was undertaken of the community consultation report for the Port Adelaide Waterfront Redevelopment (2002). Key issues identified raised in this report included:

- need for more public open space and recreation areas (especially along the riverside and in the Port Centre shopping area);
- parks and recreation areas have a visible tribute to the Indigenous people and heritage of the region. Such areas should be linked through signage and other design concepts (ie. story boards depicting information about the Kaurna and other Aboriginal people of the area);
- Support for environmental initiatives (particularly the re-greening of the Port Centre);
- Ensuring that the character of the Port is preserved, particularly the maritime heritage and existing built form;
- Addressing traffic and parking problems;
- Ensuring adequate low-cost accommodation for those people coming in from outside the area to visit friends and relatives and for Port Adelaide youth who no longer live at home (eg: hostel accommodation, back-packer style accommodation);
- Development of recreational and community space that would include facilities such as a convention centre, swimming pool, sports facilities, public meeting places.

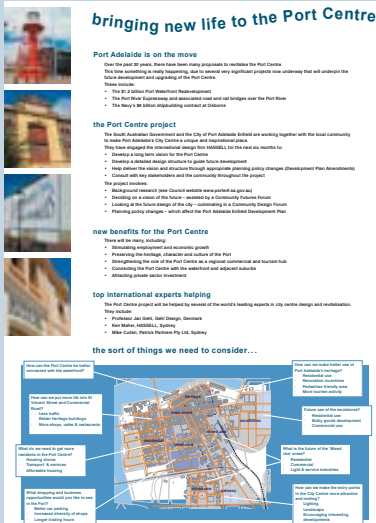
## Informing the community

Following the preparation a series of Issues Papers (placed on Council's website [www.portenf.sa.gov.au](http://www.portenf.sa.gov.au)), a liftout in the Portside Messenger entitled 'Bringing new life to the Port Centre' was published on 6 July 2005 to promote the study.

Additional copies were also produced and widely distributed by Port Adelaide Enfield Council to community groups and local traders.

Through the Portside Messenger liftout and flyer, the broad community was informed about the study and how they could be involved.

### bringing new life to the Port Centre



Insert into The Messenger, July 2005



Insert into The Messenger, July 2005



Information Sheets (1 of 5), on PAE website





Uncle Lewis acknowledgement of Kaurna



Ken Maher (left) and Jan Gehl (right) present the urban design principles to the community



Community Future's Forum held in August 2005 at Port Adelaide Town Hall by over 100 people.



Jan Gehl discusses local issues with the community.



Jan becomes a 'Port Power' fan!

The liftout and flyer also highlighted different land uses in the Port Adelaide Centre and posed questions about the future of these areas, namely:

- River: How can the Port Centre be better connected with the waterfront?
- Main Streets: How can we put more life into St Vincent Street and Commercial Road?
- Residential: How do we get more residents in the Port Centre?
- Retail core: What shopping and business opportunities would you like to see in the Port?
- Heritage: How can we make better use of Port Adelaide's heritage?
- Woolstores: How would you like the woolstores to be used in the future?
- Gateways: How can we make the entry points to the City Centre more attractive and inviting?

People were also asked about movement patterns, in particular: How would you like to see transport facilities improved?

The broader community were kept informed of the development of the study via:

- Regular updated information on Council's website;
- Reminder advertisements in the Portside Messenger to attend the community forums;
- Articles that appeared in the Portside Messenger following the community forum.

In addition students at local schools were engaged in developing their Vision for the Port Centre, informed about the forums and asked to promote these through their school newsletters.

## Vision Development

The vision for the Port Centre was developed based on input from:

- the 87 completed questionnaires plus a few letters received in response to the Portside Messenger spread A4 flier;
- workshops held with school children at the Lefevre Peninsula Primary School and the Largs Bay Primary School on the 27th and 29th June respectively;
- workshops conducted with Council staff and Elected Members on Tuesday 19th July;
- over 130 people who attended a Community Futures Forum held on Thursday July 21st at the Port Adelaide Enfield Council Town Hall.

While the format for these workshops/forums varied, they were all informed by a strategic planning framework of considering:

- Where are we now?
- Where do we want to be?
- How do we get there?



The project received television coverage from ABC TV's Stateline programme



There was also significant coverage from metropolitan and regional newspapers including The Messenger

The workshops with primary school children were focused around three questions:

- Where do you go in the Port Centre (with family, friends etc)? What kinds of things do you do there?
- If you had a friend from another part of Adelaide and you wanted to describe the Port Centre to them, what would you say was good about it and bad about it (particularly for kids)?
- What would make the Port Centre better for you/for kids? If you could have anything you wanted in your local area what would it be?

Workshops with Elected Members and staff focused on key issues and opportunities to address these.

The Community Futures Forum provided an opportunity for participants to explore a vision for the Port Centre and how this could be achieved. A series of questions provided a framework for small group discussions around four theme areas:

- How will people get to and around the Port Adelaide Centre?
- How will we attract people to the Port Adelaide Centre?
- What will the Port Adelaide Centre look and feel like?
- What key sites need to be improved?

Feedback sheets completed by nearly 100 participants indicated that the majority of participants experienced the workshop as being very useful. Suggested improvements to the organization and format of the evening were taken into account in the Design Forum.

A summary of the workshop was sent to participants, with the detailed outcomes of the workshop available on Council's website.

## Urban Design Framework Development

Ideas generated from the above consultation processes were used to develop draft principles, which were presented back to the community at a Design Forum held on Wednesday 17th August at the Port Adelaide Enfield Town Hall.

Professor Jan Gehl and Ken Maher presented ideas and concepts for bringing new life to the Port Centre through words and images, based around seven key themes:

1. Celebrate the Waterfront
2. Enhance City Streets
3. A Diverse Community
4. Celebrate History
5. Welcome to Visitors
6. Coming and Going
7. A City for People.

Over 100 people attended this forum, many of whom also attended the Community Futures Forum.

## What the Community had to say

Throughout the consultation processes, similar messages or directions were communicated around the following themes:

- Protect and celebrate the history of the Port
- Remove heavy traffic
- Revitalise the main streets
- Improve the appearance of the Centre
- Make it easier to get to and around the Port Centre
- Provide greater variety of shopping and entertainment activities
- Recognise the Indigenous heritage of the area
- Make housing more affordable
- Be more welcoming of tourists
- Improve the quality of the environment.

These messages or directions along with the detailed comments provided during the extensive consultation process, have informed and shaped the Vision and Urban Design Framework for the Port Adelaide Centre.





Port Adelaide Train Station viaduct, Port Adelaide Centre

# understanding port adelaide

## 4

### Understanding Port Adelaide

The regional context of the Port Centre has been discussed in Chapter 2. A 'layered approach' has been taken to understanding Port Adelaide - what makes up the centre, how does it work, how do the various 'layers' relate to one another? These layers include:

- ➡ Understanding the **functions**, intensity and spatial relationship of the various land use components which make up the Port Adelaide Centre
- ➡ Understanding **movement** patterns including vehicle, bus, freight, sea and pedestrian and cycle patterns
- ➡ Assessing **gateways, views** and vistas
- ➡ Understanding urban and **built form and grain**
- ➡ Investigating the **public domain**, open space and linkages
- ➡ Understanding the **legibility** of the Port Adelaide Centre
- ➡ Recognising **heritage and culture**
- ➡ **Economic vitality** of the Port Adelaide Centre

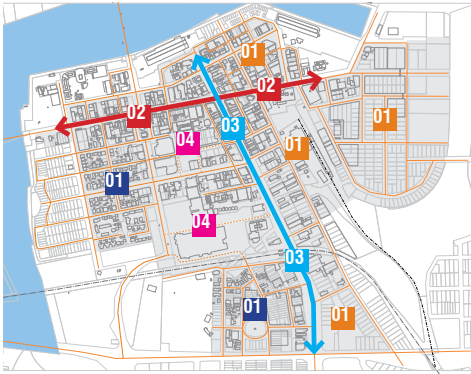


Figure 4.1: Current People Activity

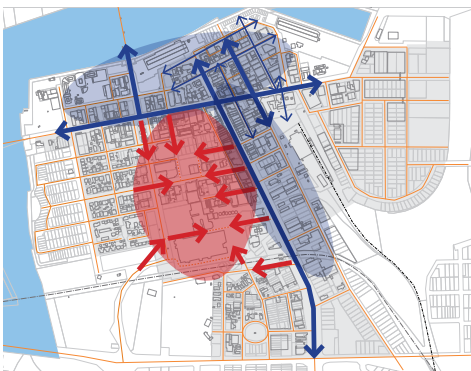
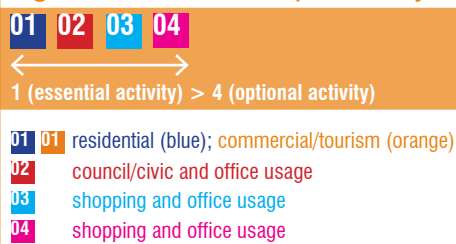


Figure 4.2: Current Centre Legibility



The majority of weekday (day-time) activity is concentrated around the retail core area including Port Mall and the Port Canal Shopping Centre. This activity largely involves shopping, transactions and movement of vehicles (both users and service delivery vehicles) to and from the streets and car parks.

While activity levels are noticeably high around the retailing areas, there is an absence of the casual and social activities (meeting, socialising, and 'people watching'). This can be attributed to the absence of facilities and distinguishable public places that encourage people to stay and enjoy a place.

Influences on activity within the Port Adelaide Centre include:

- Land use - supermarkets and retail outlets generate a significant amount of day-time shopping activity.
- A lack of good quality public spaces - good public spaces make people feel comfortable and invite them to stay. While some public spaces within the Port Centre are well developed (adjacent information centre) they are not activated by adjoining land use activity (active shop fronts etc).
- Impact of heavy vehicles – the noise and volume of heavy vehicles using Commercial Road and St Vincent Street create uncomfortable environments for people.
- Vacant shop fronts – The high proportion of vacant shop fronts along St Vincent Street further detract from activity levels.
- Poor linkages to connect places and encourage pedestrian activity.

## Main Streets

Commercial Road and St Vincent Street are the main thoroughfares in the Port Adelaide Centre, and are part of a strong grid that connects to the Port River on the west and northern sides of the Centre. This grid has been diluted by various developments and alterations to the Centre over time. The existing retail core bounded by Commercial, St Vincent, Church and Dale Streets clearly demonstrate this problem. Much of the public domain is composed of bitumen car parks, with little pedestrian amenity or respite. Connectivity is lost with the main streets and the retail areas to the south of Dale Street (Woolworths, Kmart and Coles Supermarket).

## Tourism

There are a number of tourist attractions in the Port Adelaide Centre. These include:

- National Railway Museum
- S.A. Aviation Museum
- Lipson Street 'heritage street'
- S.A. Maritime Museum
- Port River Dolphin Tours
- Waterfront Markets
- Heritage buildings
- Woolstores





*Fishermans Wharf Markets are popular on Sundays*

## Entertainment

There are a limited number of dining and entertainment opportunities in the Port Centre. The existing establishments located throughout the Centre are not located in easily identifiable 'precincts' or 'destinations'. Therefore, the 'night time' economy is not activated and there are no attractions after hours apart from some extended trading hours of some scattered businesses and pubs.

## Education Institutions

The TAFE college is a major tertiary educational institution which is potentially a good source of activity and should generate some development opportunities given not only its prime location, but also due to the number of people who attend and are employed by the facility. The campus is located along the southern shore of the Port River and is a major component of the existing waterfront.

## recommendations for UDF

On a broad scale the Urban Design Framework will seek to:

- Identify opportunities for public domain improvement (and the creation of public spaces in the popular retail environment) to encourage a greater number of casual and social activities.
- Identify long-term strategies and policies for encouraging occupation of vacant shop fronts particularly along St Vincent Street and Commercial Street.
- Improve the quality and legibility to the pathways to encourage more pedestrian movement and linkages from precinct to precinct and most importantly to the waterfront.

Substantial structural changes to the existing urban form will need to be considered as part of these scenarios if the precinct is to accommodate growth and function as a more appealing place for people. Key considerations include:

- Enhancement of existing vehicle and pedestrian linkages.
- Opportunity for diversifying land use activity (incorporating residential and entertainment etc.).
- Intensifying development.
- Increasing height of development in appropriate locations.
- Scenarios/guidelines for integrating multi-deck car parks with commercial and residential uses (minimising the visual impact of parking areas).
- Redevelopment opportunities for existing sites (based on preferred structural arrangements).
- Integration with existing rail infrastructure (opportunity to create a transit orientated development scenario).



*The existing TAFE college is in a prime position along the waterfront*



*The waterfront presently offers significant tourist opportunities, including 'dolphin cruises'*

## port gateways

There are a number of informal gateways and landmarks that can be attributed to 'arriving' at Port Adelaide. These are (also shown on page 27):

**south** Grand Junction Road is the threshold into the Port Centre from Adelaide, however the wide intersection at Commercial Road and Port Road somewhat dilutes the sense of arrival. The railway bridge crossing on Commercial Road adjacent to Port Adelaide Train Station is a more obvious arrival point.

**north** The Birkenhead Bridge built in 1940 is the northern gateway. The bridge has an opening span to allow Port River traffic to pass back and forth. The bridge is 'well worn' and is often subject to closure for repairs.

**west** The Port River also delineates the western gateway. However, a newer, wider, concrete vehicular bridge known as Jervois Bridge forms the western gateway.

**east** There are several options from the east, including the new Port River Expressway that skirts the edges of the Woolstores area. A secondary entry is through the Woolstores from Bedford Street, Gillman, which links to Eastern Parade and then Grand Junction Road.

The northern and western gateways are recognisable landmarks and provide a strong sense of arrival over the Port River. The eastern and southern gateways are not as distinctive and clear. There is an opportunity to redevelop the Port Adelaide Train Station and railway bridge to create a strong gateway from Adelaide. With the construction about to commence on the new twin bridges associated with the Port River Expressway there is an opportunity to create a new eastern gateway to the Port Centre.

There are a series of secondary entries to the Port Adelaide Centre, including from the train service and from West Lakes to the south west.



Figure 4.3: Gateways

➔ Major Gateways ➔ Minor Gateways



## recommendations for UDF

- Develop scenarios for gateway areas to create a stronger 'sense of arrival' and more attractive precincts
- Develop the southern gateway in conjunction with the Port Adelaide Train Station
- Develop the eastern gateway in conjunction with new bridges over the Port River
- Augment the Jervois Bridge and Birkenhead Bridge with strong vertical elements to provide stronger sense of arrival into the Port Adelaide Centre.
- Create a legible sense of arrival, with wayfinding and simple orientation devices including signage.



visual  
assets

View north along Commercial Road towards Lighthouse



View west along St Vincent Street to Town Hall



View north from Port Adelaide Train Station platform 1



View west from Woolstores along St Vincent St East



View south along Calton Street

Components of the Port's industrial past provides interesting vistas and views in and around the Centre. One of the most striking is the Lighthouse at the terminus of Commercial Street on the waterfront, which is clearly visible from the elevated Port Adelaide Train Station platforms. The view from the junction of St Vincent Street and Commercial Road north towards the lighthouse and markets is both bold and striking.

Whilst there are numerous heritage buildings throughout the Port Adelaide Centre, many have been altered with non-original structures such as 'modern' additions, out of 'character' windows and doors, illuminated signage and colour schemes. These elements detract from the original features and often cover over the ornate detailing often associated with the buildings.

### St Vincent Street and Commercial Road

Views along St Vincent Street are predominantly two storey heritage buildings with some exceptions, such as the 1980's Police and Court Building and the vacant former maritime services tower at the eastern end of St Vincent Street. Commercial Road is predominantly two storey retail shopfronts with some 1980's developments to the area immediately north of the Train Station. These developments are generally well set back from the road, facing either north or south and are not activated by doors, windows or retail uses.

### Woolstores

The Woolstores area is somewhat a stark contrast to the wide streets of the Port Centre. The vistas are more pronounced along the strong grid street system with the bulky building forms fronting the edge of the traffic lanes, elevating the sense of scale and former differing uses for the area.

### Historic Area

Glimpses down laneways and some heritage streets invite further exploration but these are limited to the heritage area north of St Vincent Street. Some of these streets such as Lipson Street are well known and well used on



Figure 4.4: Views + Vistas

→ Major View Corridors  
 \* Major Viewing Points

◀ Good views  
 ◀ Average views  
 ◀ Poor views



Robe Street south



Robe Street north



View south of Commercial Rd from corner of St Vincent



View southeast of Commercial Road from Cannon St



View north from Robe Street across St Vincent Street to Markets



View south along Commercial Road towards Port Adelaide Train Station

weekends. Many of the buildings are in excellent condition and are utilised for commercial, retail and residential uses.

### Existing Retail Core Area

The existing retail core, split by Dale Street, is a complex arrangement of traffic calming measures, raised crossing points, and new and old buildings. As a result of land consolidation and 1980's developments much of the street pattern has been diluted in many parts.

Church Street, which runs north south parallel to Commercial Road has lost its long view corridors through successive changes in road and lane widths, land consolidation and on and off street car parking.

### Common Problems

**Consistent Alignments.** There is a lack of consistent traffic lane and footpath widths which not only affect long and short views but also pedestrian legibility.

**View Points.** There are numerous short, medium and long vista opportunities within the Port Adelaide Centre - in many instances these are not clear to the pedestrian or motorist often due to visual clutter such as streetlight poles, signs, trees, cars, etc. This is due to a lack of coordination of public domain elements.

**Variable Street Tree Planting.** Uncoordinated and variable street tree planting affect viewing lines and street scale for pedestrians and vehicles

**Street Lighting and Signage.** The location, quality and hierarchy of lighting and signage is often lacking in legibility.

**Visual Inhibitors.** Many structures and elements detract from positive views. For example the existing railway bridge on Commercial Road is unattractive, poorly accessed, poorly designed and in very poor condition.

**Scale of Built Form.** There is much diversity in the scale and bulk of the built form across the Port Adelaide Centre - from the delicate ornate facades Lipson Street buildings to the mostly derelict, large but often richly detailed bulky Woolstores. The various changes in scale and form are a link to the rich history of the Port Adelaide Centre.

## recommendations for UDF

- Promote legible, hierarchical grid street system
- Promote long vistas to waterfront and back to Train Station along Commercial Road
- Promote intermediate views along St Vincent Street east/west
- Promote minor north/south streets with smaller scale, interesting architecture for a different experience with short views as the feature
- Frame interesting long views without diluting short to medium views





Port Canal Shopping Centre entry, Dale Street



Port Canal 'internal street' with entry to Kmart + Coles



St Vincent Street built form with town hall in distance



Nile Street, to rear of Town Hall + Council Chambers



Heritage shopfronts along St Vincent Street

The built form and 'grain' of urban development varies widely throughout the Port Adelaide Centre. The term 'grain' refers to the size, type, detail and character of the built form; in heritage areas these elements are often expressed through richly detailed building designs, building shapes, adornments, and aspect.

Excellent examples of the 'fine grain' throughout the Port Adelaide Centre include the retail shop fronts on Commercial and St Vincent Streets, the larger office and administration developments close to the wharf, the expansive Woolstores, and cottage style residential buildings. The common thread of these buildings is their historic nature and consistent use of local materials including brick, stone and concrete render with a fairly consistent 2-3 storey height.

Much of this built heritage is located to the east and north of the Port Adelaide Centre. The 'heritage area' centred around Lipson Street is evidence of the historic construction methods and town planning of the 19th century. Small, narrow lanes, wide streets and a consistent built form characterise these largely preserved streets.

Common elements of the street front retail heritage buildings include consistent building heights of between two-three storeys; narrow street frontages with repetitive, interesting windows and doorways; and verandahs and balconies.

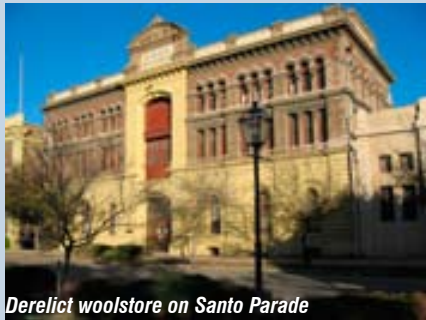
The built form throughout other areas is less consistent although there are several excellent heritage buildings including prominent landmarks such as the Council Chambers and the Woolstores. Most buildings not associated with the heritage retail streetfront buildings vary widely in form and size, but are typically 3 storeys, built to the street edge, have wide street frontages with some 'modern' decorative façade treatments.

The Woolstores to the east of the Port Adelaide Centre are in stark contrast to the scale and density of Commercial Road and St Vincent Street. Many of



Figure 4.4: 2005 Built Form and Grain





*Derelict woolstore on Santo Parade*



*View west to Port Centre along St Vincent St East*



*View east along laneway to Lipson Street*



*View from St Vincent Street along Lipson Street*



*Dale Street housing*

the Woolstores are of significant age and are testament to the former working history of Port Adelaide. The buildings are generally 3-5 storeys and built to the street edge, often with richly detailed façades, windows, and doorways. Materials include brick, stone, concrete and plaster and many of the buildings employed coordinated painted surfaces. Most of the Woolstores are derelict apart from the recent adaptive reuse of the former 'Dalgety' woolstore on Baker Street which is now used by Sheridan-Actil as a large distribution warehouse.

Housing 'styles' throughout the study area vary widely but there are some common elements. Most houses are single storey, with a 2-4 metre setback from the street boundary and often include a chimney and corrugated iron roofing. The housing lots generally have narrow street frontages.

Other prominent building types that have been introduced to the Port Adelaide Centre in recent times include the large supermarkets and mall developments of the 'Retail Core' precinct. These building types are typified by:

- Extensive lengths of blank walls;
- Single storey;
- Box-like designs with little or no reference to site context; and
- Minimal entry points and lack of clarity in wayfinding.

## recommendations for UDF

- Preservation and re-use opportunities for the historical building stock (including the Woolstores and office/administrative buildings).
- Potential character statement for each of the precinct
- Guidelines for new development adjacent important buildings or within an important precinct.
- Setting new directions for development within the 'Retail Core' Precinct that address the blank walls and bulky nature of built form in the precinct.
- Priorities for preservation and development of policies and guidelines for sensitive new development.
- Potential for reinstatement of the tradition subdivision pattern as new development takes place in the 'Retail Core' precinct.



*Richly detailed, ornate buildings*





Figure 4.6: Current Open Space

## Open Space

The Port Centre has a distinct lack of coordinated public domain spaces despite significant expanses of former industrial land that surround the Centre and access to the Port River frontage. Much of the land is in private ownership or part of planned redevelopments over the next 10-15 years as part of the Port Waterfront development.

Despite the inherent benefits of a strong grid pattern, the Centre lacks linkages to the various open spaces, including the Port River frontages. This is in part due to the fragmenting of the grid by land amalgamation and consolidation of uses especially in the existing retail core area. The other problem is the quality of the linkages- lack of clear routes, varying degrees of paving standards, lack of street trees for definition and shade, legibility, and hierarchy of streets.

There is significant open space to the east of the Port Centre around the former railway sidings, between the Woolstores area and Lipson Street and bounded to the north by the Port Dock Railway Museum. Part of this large expanse of open space is the site of the relocated Aviation Museum. The area offers a great opportunity as a new regional park. There are a number of factors that influence the use of this large area, including:

- A proposed Eastern Bypass, creating a heavy vehicle link between the Port River Expressway and Grand Junction Road/ Port Road. The route of the proposed link would affect such potential open space
- Woolstores area: the potential for a large open space adjacent to medium to high density housing in the western fringe of the Woolstores area has great merit. With some light industrial use beginning to return to the Woolstores area, the extent and location of a new park is subject to land use and zoning definitions and appropriate locations for each use in the area
- Existing land holdings and consolidation of ownership
- Existing uses of the National Railway Museum and relocated S.A. Aviation Museum requirements
- Adjacent land uses on Lipson Street

The waterfront spaces that exist currently are fragmented, lack definition and linkages. The Port River offers an opportunity to focus on the things that make Port Adelaide different. Its maritime, indigenous, social and industrial history have all played a role in defining 'the Port' and these elements need to form part of the design responses to the Centre.

## recommendations for UDF

- UDF principle 05, A Welcome to Visitors (p.98) Strategy 02, 03
- UDF principle 06, Coming + Going (p.99) Strategy 05
- UDF principle 07, A City for People (p.100) Strategy 01





*St Vincent St. East open space opportunities*



*Proposed Woolstores Park location in Woolstores Area*



*Old Canal Park is not well connected to the Port Centre*



*Old Canal Park should be activated and better linked to the Port Adelaide Centre*



*The waterfront is an important open space*



*The waterfront connection to the Port Adelaide Centre is proposed to be improved*



*Existing Port Adelaide Train Station*



*A new street parallel to the station is proposed and will provide improved 'green' streets*



*Former railway siding yards*



*Former railway sidings site of relocated Aviation Museum and proposed Bypass. It is a significant area of open space*





## Streetscapes

Commercial Road and St Vincent Streets suffer from heavy vehicles continually 'thundering' through the area. As a consequence the streets are uncomfortable environments for pedestrians. The streets are difficult to cross and lack commercial activity at the street level (along St Vincent Street). The area has a depressed economic appearance due to the relatively high proportion of vacant shop fronts and the existing nature of the commercial activity.

The Port Centre lacks a clearly defined and recognised central civic space or town square. The focus of Commercial Road and St Vincent Street is on traffic and therefore there is a lack of spaces to pause, ponder, reflect and celebrate. This activity is left to other spaces including the car park edges in the retail core, Lipson Street, and the Lighthouse area adjacent to the Sunday markets. The problem is that the type of activity that occurs within them, such as daytime convenience shopping (retail core car park); tourist/café uses (Lipson Street) and Lighthouse area defines these spaces only during the days these areas are active (day time, 9-5pm for retail; Saturday and Sunday daytime, Lipson Street; and Sunday for the markets). A centrally coordinated, activated and diverse public space would allow all round use at all times of the day and all times during the year.

Perhaps the most noticeable problem is the lack of coordination amongst the various public domain elements, a sample of the various treatments across the Port Adelaide Centre shown to the left of page. This includes a bewildering array of different paving treatments of varying quality, a total lack of paving material coordination and hierarchy, poor lighting standards, lack of coordinated street furniture, 'fashionable' paving patterns, poorly located seating and street trees and poor public/private domain coordination.

### Commercial Road

Commercial Road is very wide from Grand Junction Road to the railway bridge and is flanked by car dealers, fast food operators and other types of retail. A wide median, oversized street lighting poles and large *Phoenix canariensis* palms characterise the 'gateway'.

North of the train station the character changes and is reflected by heritage buildings and shopfronts and is dominated by Phoenix palms.

### St Vincent Street

St Vincent Street has a 'main street' character with predominantly civic and retail uses. The heritage is largely intact but suffers from extensive through traffic going to and from Outer Harbour over the Birkenhead Bridge and the Jervois Bridge. The town hall and council offices provide a strong civic presence between Nelson Street and Commercial Road.

### Dale Street

Dale Street, to the west of Church Street, contains confusing and illegible traffic calming devices. The problem is exacerbated by the design of the housing estate outside the study area to the west of Minorities Street, defined by entry statements and a different streetscape pattern. Dale Street is the main street between the Port Mall and the Port Canal Shopping Mall and is defined by different traffic calming devices including a 'wombat' crossing,



View west of Dale Street



View east along 'former' Cannon Street



Quebec Mall, formally a cross 'street'



Robe Street, view south from Dale St.



Robe Street, view north from Dale St.

variable width angled parking, changing pavement widths and materials.

### Cannon Street

Cannon Street was once a key link across the Port Centre and is one of the most striking examples of the changes in the past 20 years to the grid system of streets. It originally connected the Port Centre to Butler Street on the east side of Commercial Road. It is now closed to Church Street, in primarily private ownership between Church Street and Robe Street, with blank walls to the buildings on both sides in this section (Robe Street itself diluted by ownership and closure). Cannon Street is now part of a multi-storey car park to the west of the car park through to Maryatt Street. A clear, central link across the Port Centre retail core is lost in car parks, uncoordinated and poor street tree planting and changes to kerbs widths and traffic lanes.

### Quebec Street

Quebec Street faces a similar set of legibility issues as Cannon Street with some of the land tenure in private ownership. It is part of the recently refurbished 'Port Mall' development. Vacant properties to the west side of the car park in the retail core are exemplified by vandalism to street lighting and poor passive surveillance from low hanging branches from the street trees.

### Robe Street

Robe Street is a north-south linkage through the Port Centre. It currently suffers a similar fate to that of Cannon, Quebec and Dale Streets with dilution of the alignment, closed at Quebec Street, diluted by the Port Mall car park and closed on the south side of Dale Street by the TSA car park and fence.

Robe Street is currently broken up by car parking, poorly placed and awkward shaped street trees. The opportunity exists to enliven Robe Street utilising the street to create better connections between the Port Adelaide train station and the waterfront.

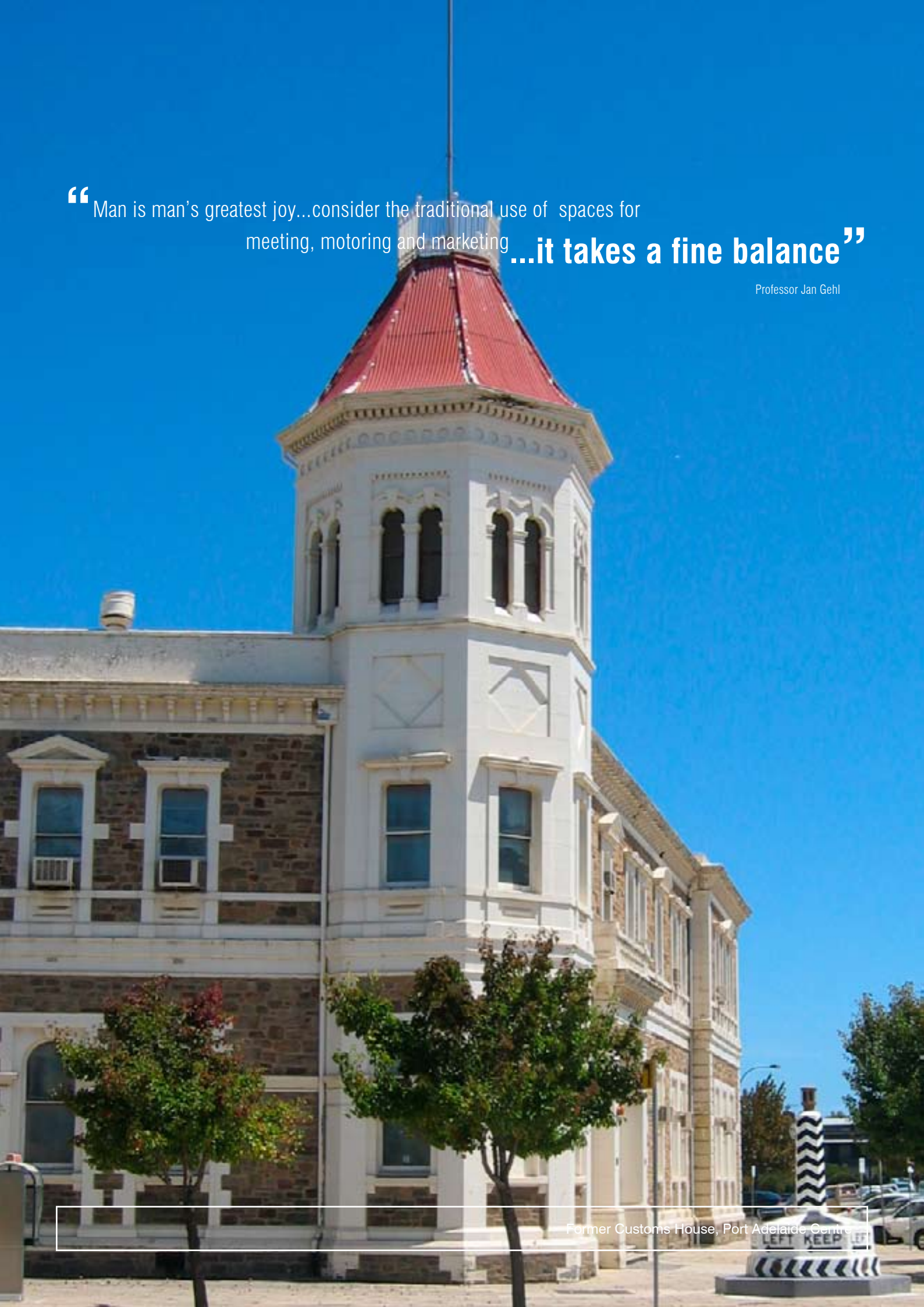
## recommendations for UDF

- UDF principle 01, Celebrate the Waterfront (p.94) Strategy 01
- UDF principle 02, Enhance City Streets (p.95) Strategy 01, 04, 06
- UDF principle 04, Celebrate the Port's History (p.97) Strategy 01, 03
- UDF principle 05, A Welcome to Visitors (p.98) Strategy 02
- UDF principle 06, Coming + Going (p.99) Strategy 05
- UDF principle 07, A City for People (p.100) Strategy 01, 02
- IDENTIFIED PROJECTS (p.107) Projects 01, 02, 04



“Man is man’s greatest joy...consider the traditional use of spaces for meeting, motoring and marketing **...it takes a fine balance**”

Professor Jan Gehl



Former Customs House, Port Adelaide, Centre



# vision and urban design principles

5

what will the Port Centre be in

2030

A Vision is something to strive for - it sets a clearly articulated direction for current and future generations. A Vision must also be flexible enough to respond to changing circumstances and opportunities. It is about balancing between community, economic and environmental priorities while retaining the historical and cultural significance of the Port.

The development of the Vision for Port Adelaide has been achieved through the following processes:

**understanding** of Port Adelaide today, its people, composition, strengths and opportunities.

**listening** to the local community, gaining a better understanding of their needs and aspirations for the Port Centre.

**learning** from past experiences at Port Adelaide and from other waterfronts and city centre rejuvenation projects around Australia and the world.

**responding** by implementing the design framework for the Port Centre to achieve the Vision.

# vision portadelaide2030

*Port Adelaide was South Australia's first commercial Port. It is now a vibrant and creative community that has secured a sustainable future based on a vision that celebrates its history as well as embracing new ideas, innovation and development.*

*The heritage of Port Adelaide is valued in its revitalisation focusing on active mainstreets, waterfront promenades and the Port River.*

*Port Adelaide is an easily accessible regional centre within metropolitan Adelaide, offering lively cafes, shops and pubs together with residential, commercial, tourism, cultural and leisure activities providing rich and rewarding experiences.*

*New investment in commercial enterprise and residential activity provide an attractive opportunity to live, work and play in a unique environment.*

*The Port is a collection of pedestrian-friendly and inspirational spaces to explore, savour and enjoy, allowing locals and visitors alike to soak up the unique atmosphere, a melting pot of historic quality and new-found confidence.*

*A strategic approach to Port Adelaide's future has energised the area and facilitated iconic development on key sites that support economic and residential growth.*



# urban design principles

## portadelaide2030

### 01 celebrate the waterfront

*The Port Adelaide's Regional Centre actively connects with the Port River*

### 02 enhance city streets

*The city streets are improved with green space, trees and new street furniture*

### 03 support a diverse community

*The city celebrates a diverse and rich community and respects its indigenous heritage*

### 04 promote the port's history

*The Port's history comes alive to frame a modern, progressive city*

### 05 provide a welcome for visitors

*Create a family-friendly destination and a range of experiences*

### 06 facilitate coming and going

*The Port is an easily accessible centre and a tourist destination*

### 07 ensure a city for people

*Promenades and Streets for people to stroll, pause and enjoy*

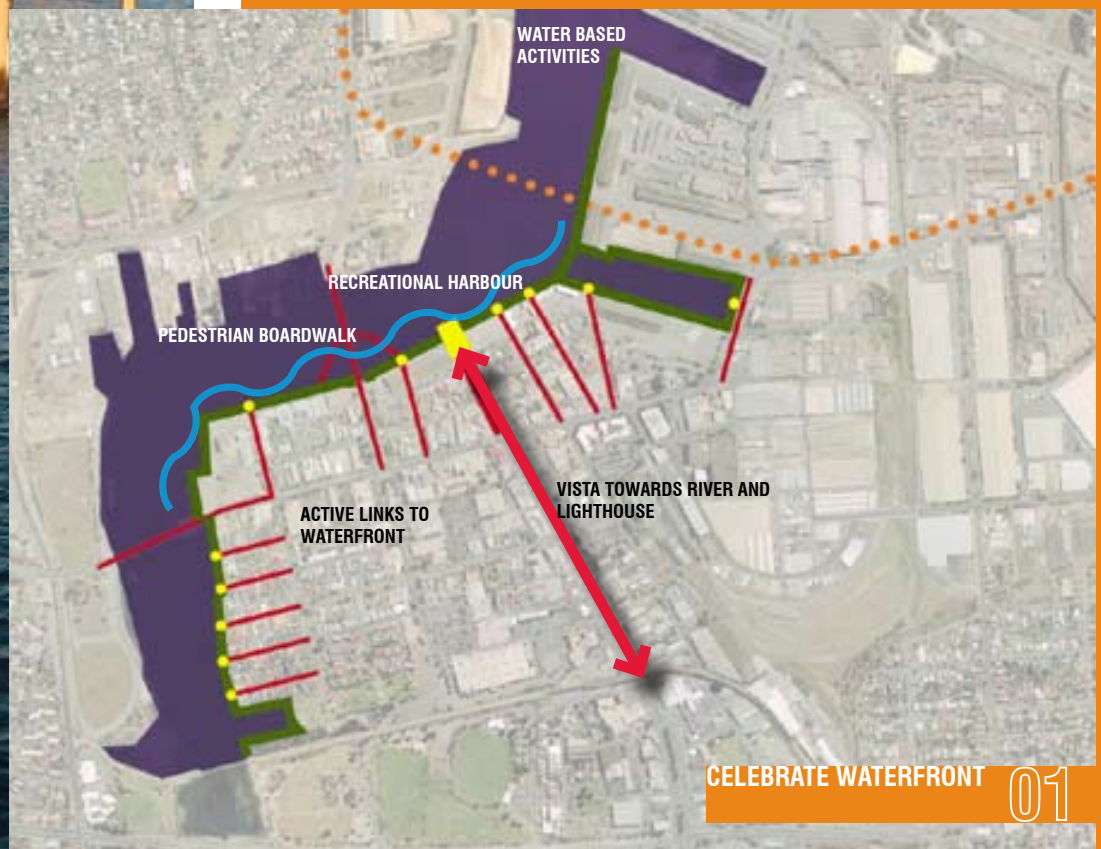


## 01

## CELEBRATE THE WATERFRONT

## The Port Adelaide's Regional Centre actively connects with the Port River

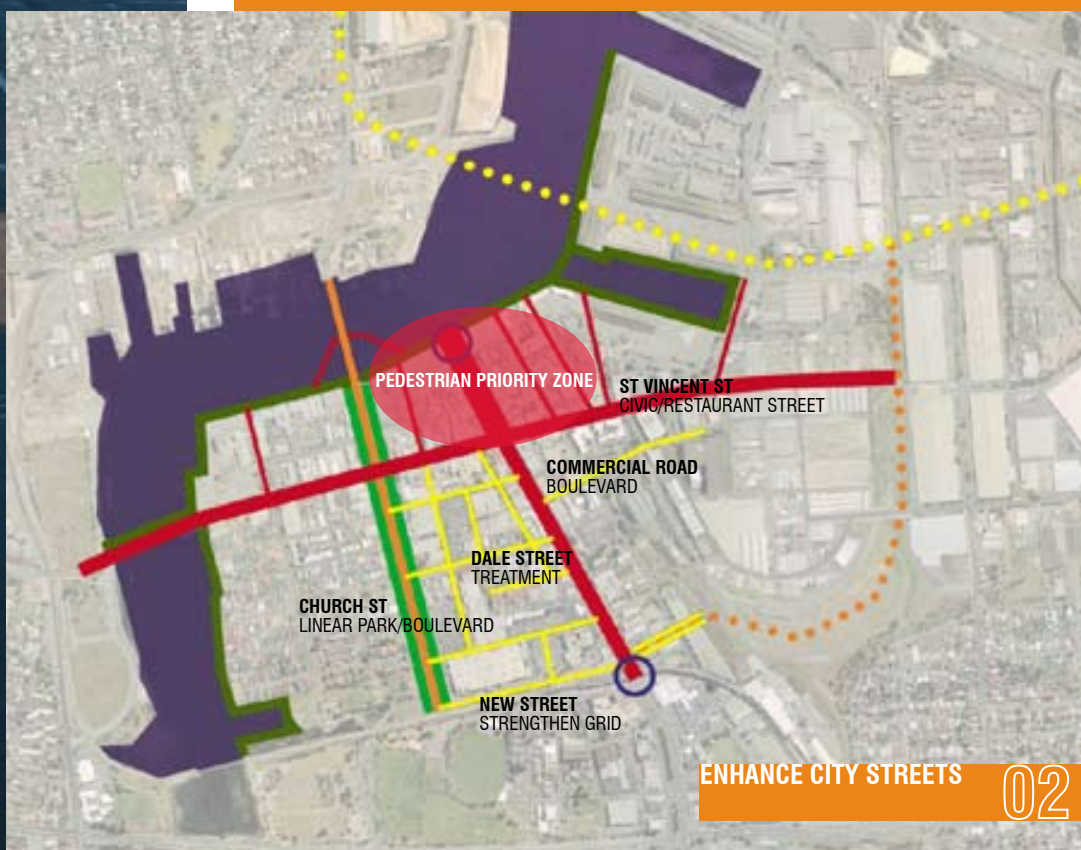
- ◇ The Port River is revitalised and the focus is changed from a commercial harbour to a recreational harbour
- ◇ The foreshores are developed as continuous, active promenades
- ◇ The public domain contains and integrates squares, parks and playgrounds
- ◇ There are active links between the city centre and the water
- ◇ The waterfront is developed as a 'people harbour' – with limited access for vehicles and car parking
- ◇ The design of the waterfront should recognise it's maritime heritage
- ◇ All buildings along the waterfront and along the links to the waterfront should interact with the promenades and streets – 'no dull moments, no blank walls'



## 02

ENHANCE CITY  
STREETSThe city streets are improved with green space, trees  
and new street furniture

- ◇ Develop the streets between the waterfront and the city centre with pedestrian priority to a high urban design standard
- ◇ The main streets of the Port Centre, Commercial Road and St Vincent Streets, become the principle axes of the Centre and create a new focus for activity with secondary streets (Church, Dale, Robe, Cannon, Lipson, and Marryatt Streets) in a supporting role
- ◇ Create a new east/west street to the north of the train station
- ◇ Church Street is re-aligned to provide a continuous width pavement and developed as a 'linear park boulevard' with medium density/mixed use housing opportunities on vacant sites
- ◇ Reinforce grid pattern to streets and improve legibility and street tree planting opportunities
- ◇ Streets are promoted as places for people and encourage walking, sitting, eating, entertainment, pausing and 'promenading'.
- ◇ Street and feature lighting is 'artful' and a feature of the public domain



ENHANCE CITY STREETS

02



03

SUPPORT A DIVERSE COMMUNITY



The city celebrates a diverse and rich community and respects its indigenous heritage

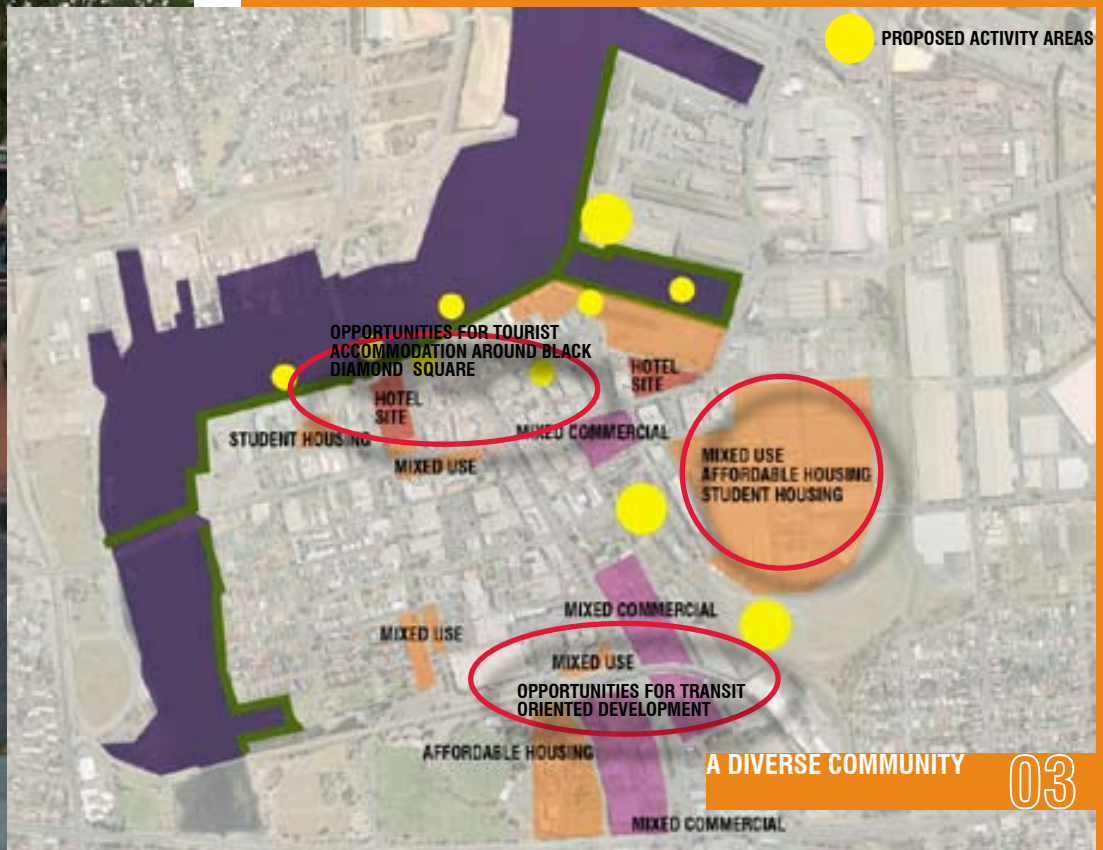
- ◇

Streets are promoted as places for people and encourage walking, sitting, eating, entertainment, pausing and ‘promenading’.
- ◇

Embrace, develop and adopt living, working and study opportunities
- ◇

Develop a greater diversity of housing types, including:
  - New residences along the Waterfront, a mixture of refurbished Woolstores and infill housing throughout the Port Centre
  - Allow for housing developments along the main streets; on top of retail ground floor uses
  - Develop increased densities around a new Port Adelaide Transport Interchange, in conjunction with a new iconic gateway train station
  - Develop more student housing near the TAFE and other potential tertiary opportunities in the Woolstores area
  - Increase the provision of varied levels of tourist and business traveller accommodation
  - Consider subsidised spaces for ‘creative uses’
- ◇

Allow flexibility and greater diversity of uses and accommodation covering different ages, ethnic and social backgrounds





## 04

PROMOTE THE  
PORT'S HISTORY

## The Port's history comes alive to frame a progressive, modern city



## Make the Port's history 'come alive'

- Demonstrate and express the former shoreline
- Locate markers pointing to historic and important places and events
- Develop heritage walks and interpretive trails
- Increase incentives to preserve and re-use historic buildings
- Consider free berthing spaces for historic ships and boats



## Make South Australian history 'come alive'

- Maintain and promote existing S.A. Maritime Museum and allow for expansion
- Develop a working component of the S.A. Maritime Museum on the waterfront
- Consider development and extension of historic train rides along existing and new train tracks through the Centre to the waterfront
- Develop legible and clear links to a relocated S.A. Aviation Museum



05

PROVIDE A WELCOME FOR VISITORS

Create a family-friendly destination and a range of experiences



Cater for a range of activities for a wide range of visitors, including families and younger people, including:

- provision of playgrounds
- adaptive open spaces
- water based activities, including boating, recreational usage, swimming
- build upon and coordinate museums and attractions



Allow for increased activation of streets and public spaces, such as:

- ‘Promenading’: along the waterfront, main streets, side streets, public spaces
- Participation in activities and events, such as water based activities including sailing, boating, remote control boats, swimming, pedal boats, public events, food and other markets etc
- Eating and drinking (café’s, restaurants along the Waterfront, southern side of St Vincent Street (taking advantage of northerly aspect) and Commercial/Black Diamond Square, between St Vincent Street and the Lighthouse and other pedestrian spaces



WELCOME TO VISITORS

05



06

FACILITATE COMING AND GOING

The Port is an easily accessible centre and a tourist destination



- Develop coordinated signage, welcome and information strategy
- Redevelop the Train Station site to create an iconic southern gateway and Transport Interchange for the Port Adelaide Centre, including:

  - Demolish/rebuild/remodel existing station and move the platforms over Commercial Road
  - Allow views into and out of the station and take advantage of the views towards the waterfront and lighthouse along Commercial Road
  - Develop bus transport interchange beneath existing train station
  - Improve attraction to catch public transport
  - Remove long stay parking north of St Vincent Street apart from residential, business or delivery vehicles



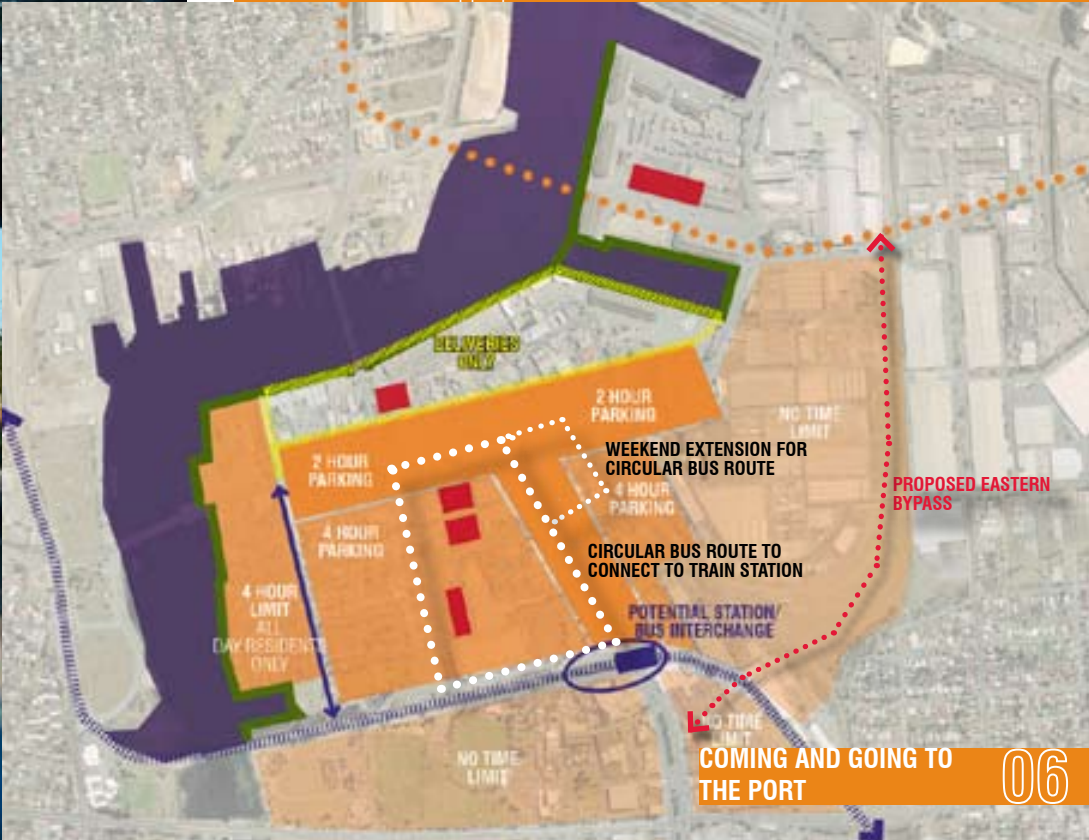
Maintain opportunities for electrification of heavy rail in existing alignment and maintain potential opportunities for light rail



Create a cohesive cycling strategy including effective, continuous links and parking facilities



- Develop a car parking strategy which would include:
- Establishing a Car Parking Fund and developing decked car parking in appropriate locations





# 07

## CREATE A CITY FOR PEOPLE



### Promenades and Streets for people to stroll, pause and enjoy

- ◇ Create a coordinated, legible and enjoyable public domain throughout the Port Centre
- ◇ Create strong links to the Port River waterfront
- ◇ Create promenades, wide avenues, wide planted streets, and public spaces
- ◇ Improve crossing conditions for all streets and develop comfortable walking environments
- ◇ Develop cohesive, meaningful and coordinated street tree planting strategy
- ◇ Develop artful, interesting, friendly and attractive night-time lighting
- ◇ Develop planning policies that ensure attractive, different ground floor frontages ('no dull moments')
- ◇ Ensure all access meet DDA/Australian Standards' requirements where necessary
- ◇ Develop integrated, attractive and durable street furniture and materials strategy
- ◇ Allow for a well maintained public domain





Former Customs House, Port Adelaide Central



# urban design framework

## 6

### The Port Adelaide Centre Urban Design Framework

The Port Adelaide Centre Urban Design Framework (UDF) seeks to translate the Vision for the Port Adelaide Centre into reality. The UDF builds upon the Urban Design Principles, providing a layered approach - working from a broad City Masterplan for the Port Adelaide Centre to Policy Area Plans (concept designs) and Concept Plans (individual streets and development sites)

#### City Masterplan

The City Masterplan assembles the various localities for the entire Port Adelaide Centre and the outside influences on the development of the Centre including the Third River Crossings, Port River Expressway, Newport Quays Development and the Osborne Precinct.

#### Policy Area Plans

The eight Policy Area Plans outline the desired character, land use, built form, movement and people strategies of the proposed policy areas for the Port Adelaide Centre that will guide the development of the Plan Amendment Report.

#### Concept Plans

Concept Plans have been prepared for several key sites across the Port Adelaide Centre to illustrate the Vision and Urban Design Principles and the benefits of a coordinated approach to improvements to the public domain.

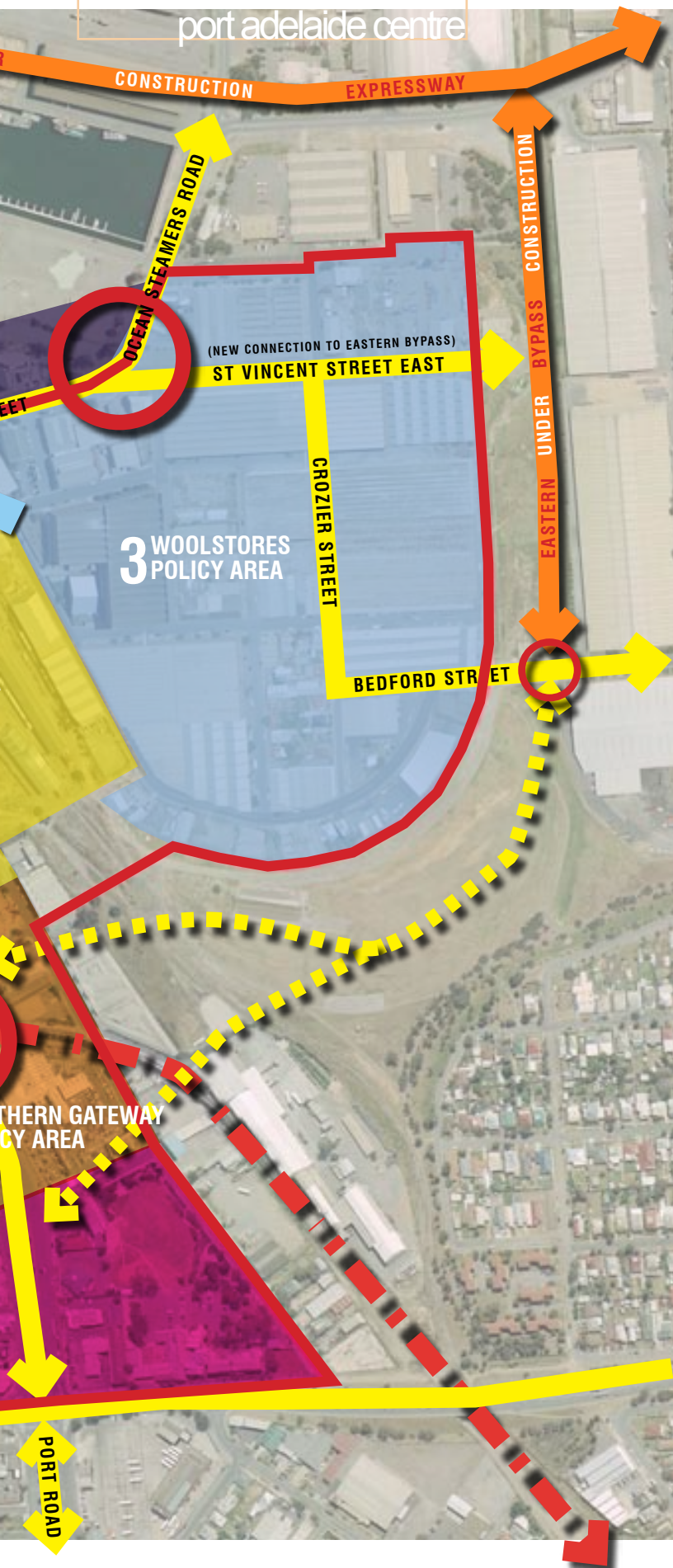
Each Concept Plan is accompanied by an introduction and description of the concept plan, providing a guide to the selection of public domain materials and street furniture, tree species, and pedestrian/cyclist routes and priority.

A descriptive explanation of the built form follows with recommendations for the use and adaptive reuse of existing features including buildings.

port adelaide centre







### LEGEND

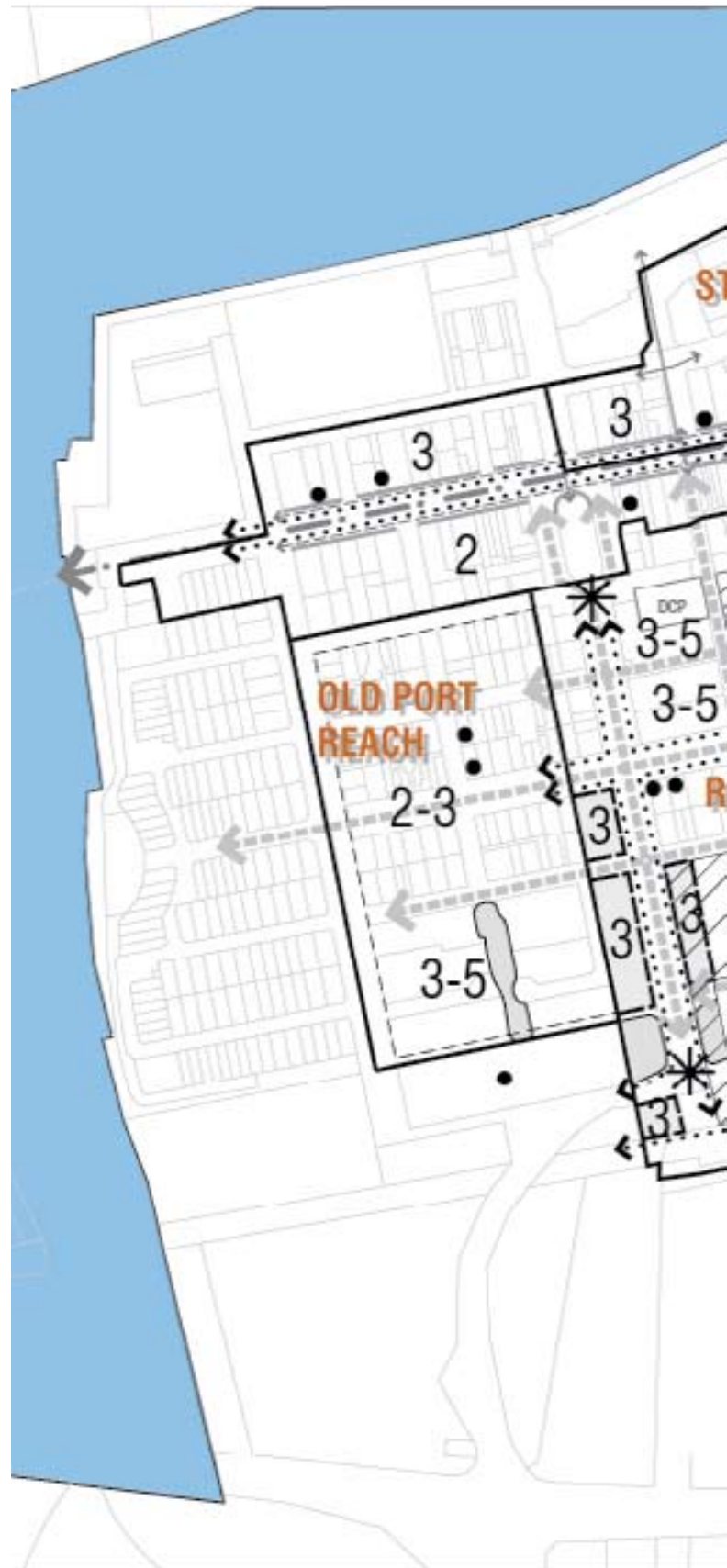
-  **PORT ADELAIDE CENTRE STUDY AREA**  
FOR VISION, URBAN DESIGN FRAMEWORK, PAR
-  **NEW TOWN SQUARE**  
NEW TOWN SQUARE KNOWN AS 'BLACK DIAMOND SQUARE'  
CONNECTING THE PORT CENTRE TO THE WATERFRONT
-  **1 MAIN STREET POLICY AREA**  
REVITALISE COMMERCIAL ROAD AND ST VINCENT STREET
-  **2 RETAIL CORE POLICY AREA**  
RE-CONNECTED RETAIL AREA AND IMPROVED  
PEDESTRIAN AMENITY
-  **3 WOOLSTORES POLICY AREA**  
**EAST** > MIXED USE RESIDENTIAL, COMMERCIAL, EDUCATION  
**WEST** > WAREHOUSE, COMMERCIAL
-  **4 SOUTHERN GATEWAY POLICY AREA**  
TRANSIT ORIENTED DEVELOPMENT, RESIDENTIAL,  
COMMERCIAL, OFFICE
-  **5 SOUTHERN APPROACH POLICY AREA**  
MEDIUM DENSITY RESIDENTIAL, COMMERCIAL, OFFICE  
MIXED USE
-  **6 STATE HERITAGE POLICY AREA**  
INCLUDING REVITALISED AND REACTIVATED WATERFRONT
-  **7 EAST END POLICY AREA**  
MEDIUM TO HIGH DENSITY RESIDENTIAL, COMMERCIAL,  
TOURISM INCLUDING PORT DOCK RAILWAY MUSEUM
-  **8 OLD PORT REACH RESIDENTIAL POLICY AREA**  
RESIDENTIAL
-  **MAJOR GATEWAYS**  
TO PORT ADELAIDE CENTRE
-  **REVITALISED STREETS**  
REACTIVATED AND REINSTATED MAIN STREETS
-  **PORT RIVER EXPRESSWAY, EASTERN BYPASS**
-  **PROPOSED OPTIONS FOR EASTERN BYPASS**  
EXTENSIONS TO COMMERCIAL ROAD
-  **PROMOTE IMPROVED PEDESTRIAN LINKAGES**  
REINSTATING THE PORT'S GRID STREET PATTERN FOR  
PEDESTRIANS AND CYCLISTS
-  **EXISTING OUTER HARBOUR TRAIN LINE**  
WITH EXISTING PORT ADELAIDE TRAIN STATION

### CITY MASTERPLAN

**PORT ADELAIDE CENTRE**  
URBAN DESIGN FRAMEWORK

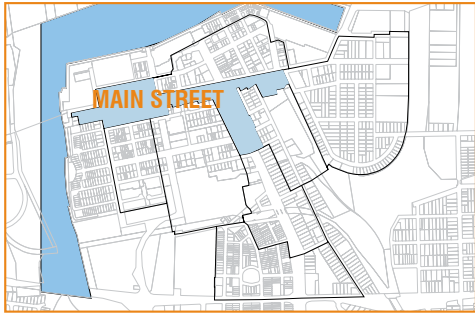








\*Building heights are a general indication of acceptability. Design + site context need to be considered in determining the acceptability of the height of specific developments.



## Desired Character

For many years, the main street Policy Area has suffered from high levels of shop vacancies and low pedestrian traffic volumes, as a result of high and heavy vehicle volumes using St Vincent Street and Commercial Road. A critical component of the Centre's revitalisation is the renaissance of the main street area and linking this area to the rest of the Port Adelaide Centre and the waterfront.

The main street Policy Area contains a high number of small-scale tenancies with narrow frontages, which create a dynamic and a "fine-grained" streetscape.

The desired character of the main street Policy Area is to maintain and enhance the "fine grain" fabric of buildings on St Vincent Street and Commercial Road and to re-establish this area as a vibrant walking shopping area comprising small scale shops, cafés, specialty shops and offices.

The streetscape character, with particular emphasis placed on buildings of historic significance, should be further developed with buildings of consistent height, setbacks, extensive use of balconies and verandahs, and active shop frontages.

The pedestrian environment on St Vincent Street and Commercial Road will be improved as a result of the Eastern Bypass, but needs to be further upgraded by linking both sides of these streets and creating a safer, more pleasant environment.

## Land Use

Development adjacent St Vincent Street, west of Commercial Road and Commercial Road should consist of small-scale shops, offices and showrooms, which complement the Retail Core Policy Area.

Development adjacent Commercial Road may also comprise, offices and commercial uses.

The incorporation of residential development above compatible shops, offices and other ground floor non-residential uses is encouraged.

Commercial and shopping development, which is not compatible in terms of scale and appearance with the townscape character and amenity of the main street area, should be discouraged.

New industrial development or the expansion of existing industrial development should not occur within the Policy Area.

## Built Form

Development should conserve and enhance buildings of heritage significance within to the Policy Area.

Development should create a cohesive streetscape by establishing a uniform height and incorporate wide verandahs and balconies, to provide shelter for pedestrians and to reflect the historic context and existing remnant built form of the area. Development on corner sites should create strong building elements which reinforce the street pattern and character of the area.

Development should create a strong street presentation to the street and should not be internally orientated.



Setbacks of buildings should abut street frontages on St Vincent Street, Church Place and Commercial Road.

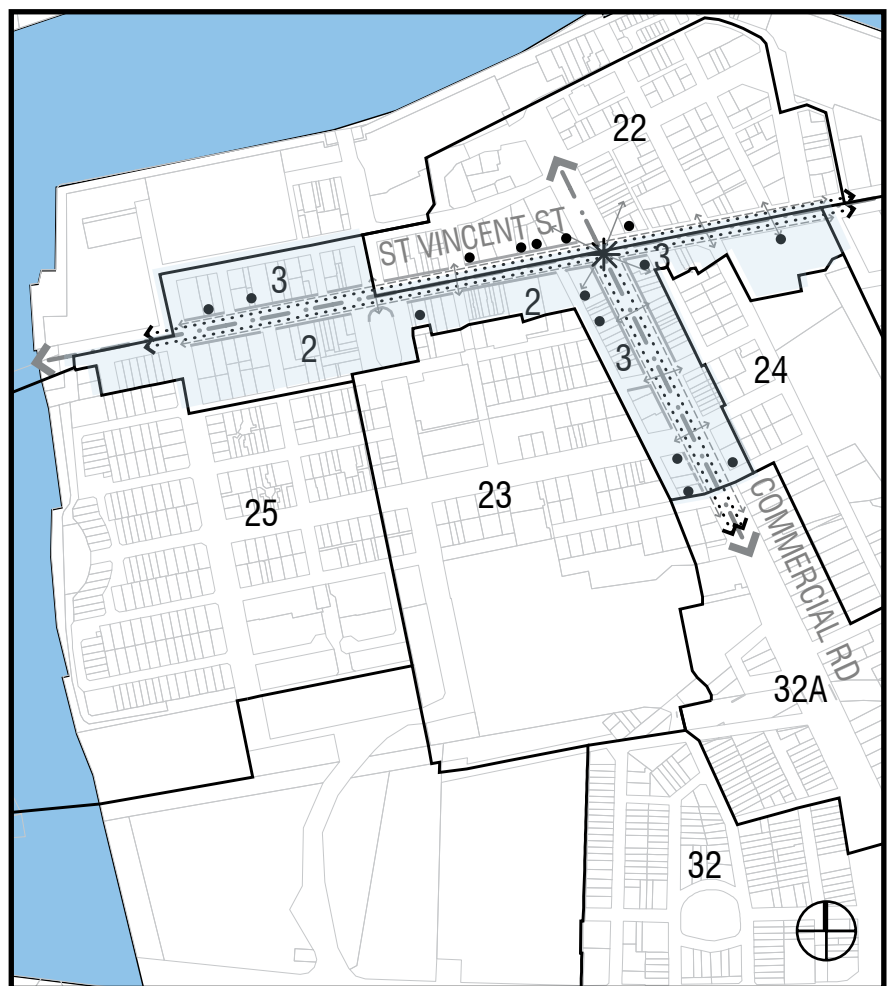
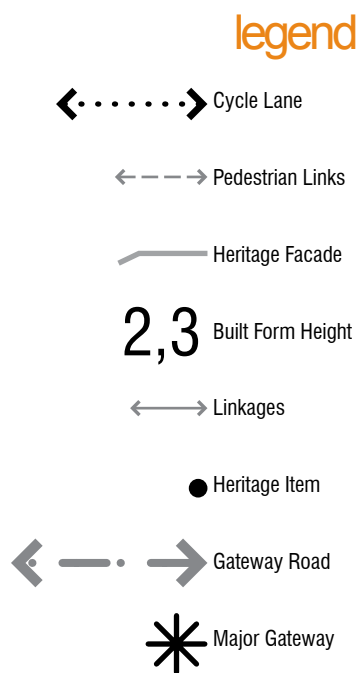
The Policy Area facing Quebec Street should be a lower scale, residential character in its appearance than the rest of the Policy Area.

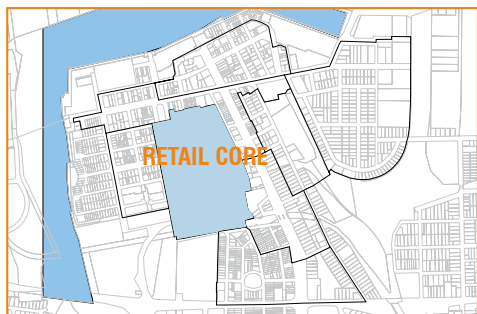
Buildings with a frontage to St Vincent Street, west of Commercial Road, Commercial Road and Church Place should have a maximum height of two storeys, with the remainder of the Policy Area having a maximum height of three storeys.

### Movement of People and Goods

No new access points should be created on St Vincent Street and Commercial Road.

Car parking areas should not be visible from St Vincent Street or Commercial Road.





## Desired Character

The Retail Core Policy Area is an area for the local shopping and administrative needs of the Port Adelaide Centre and surrounding areas. However, it is an area that has become substantially disconnected from the Port Adelaide Centre through a lack of effective and quality pedestrian linkages, legibility, vehicle circulation and car parking issues.

The desired character is to revitalise and reinvigorate the tenancy mix of retail and commercial uses and improve the quality and functionality of the public domain by re-establishing the grid network of streets, recapturing the public domain for pedestrians, resolving car parking problems and improving the connection to the Port Adelaide Centre and the waterfront.

Re-establishing cross centre streets such as Robe Street, Quebec Street, Cannon Street and Dale Street are imperative to revitalising the centre. The rationalisation of vehicular access, car parking areas and major pedestrian movement paths to provide a safe, more effective, more attractive and more vibrant environment within the Policy Area and between Policy Areas.

Activating the area bounded by Robe Street, Quebec Mall, Marryatt Street and Dale Street is an initial strategy to achieve these aims which will require some land consolidation and a detailed master plan in context with the exiting Port Mall. Implementing the car parking strategy is also key to realising the potential of this area. Development west of Church Street is to provide a transition and buffer between the residential area to the west.

## Land Use

Supermarkets, department stores, specialty shops, consulting rooms, offices and community services should be concentrated in this area to form the retail and commercial core of the Port Adelaide Centre. Commercial uses compatible with a predominantly pedestrian based shopping environment are acceptable in appropriate locations.

Shops, restaurants, cafes and similar uses which generate pedestrian activity should be located along pedestrian malls, with more passive activities located above these or in areas of less significance to the pedestrian network. The expansion of existing shops and the establishment of new shops south of Leadenhall Street and Thomas Place should not occur.

New industrial development should be limited to the improvement or expansion of existing industrial activities operating within the retail core area.

Residential development up to three storeys, above active ground floor uses such as offices and shops, is encouraged west of Church Street.

## Built Form

Development to the west of Church Street should complement the residential development in the Old Port Reach Policy Area in terms of bulk, scale, amenity, vehicular access and car parking.

Development should maintain and re-establish where necessary, the relative continuity of built form situated abutting or close to major street frontages and public pedestrian malls and squares.

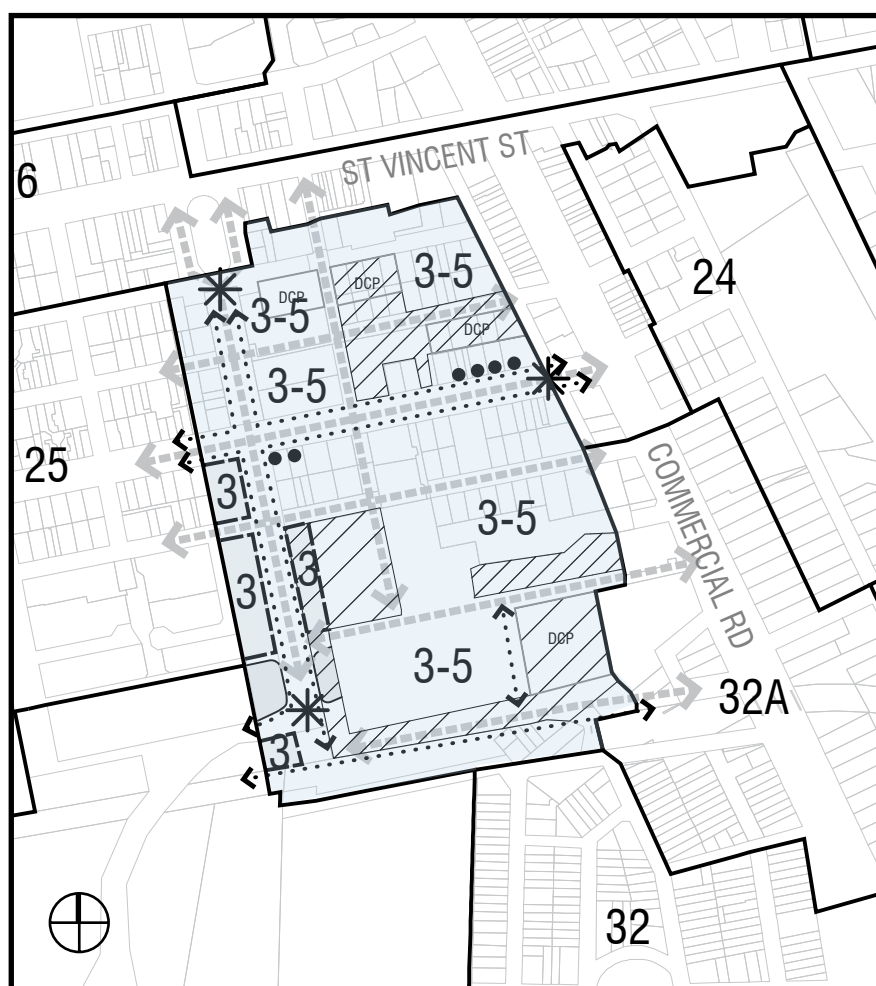
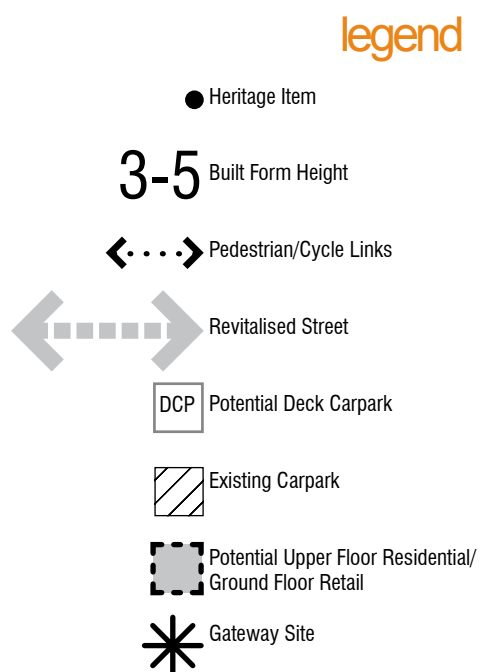
Development with a frontage to public areas, the town square and pedestrian malls should have active street frontages.

New buildings should not exceed three storeys in height and the facades of buildings fronting Dale Street and Church Place should not be less than two storeys high. Development of up to four storeys in height may be appropriate as part of the redevelopment of the car parking area adjacent Cannon Street and Robe Street, and abutting the western side of Church Street as a landmark along the axis of the Port Canal.

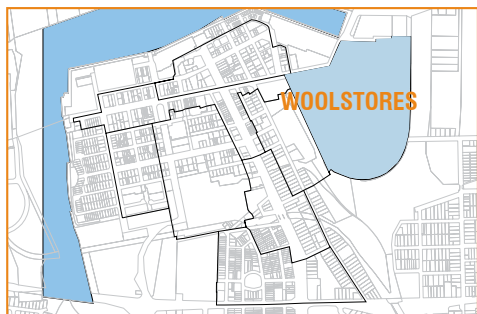
## Movement of People and Goods

Two north-south pedestrian malls along the alignments of Robe Street and the Bi-Lo supermarket should be established to improve pedestrian permeability and vitality. Car parking, access and service areas should be coordinated with adjoining sites to achieve consolidated car parking areas.

Decked car parking areas should be developed and located in accordance with a Car Parking Strategy for the Policy Area. Direct vehicle access to car parking areas should not be provided from Church Street or across pedestrian malls.







### Desired Character

The Woolstores Policy Area contains a compact group of significant, historic, well-detailed warehouses associated with the historic wool export trade located in close proximity to the docks and railway network.

The Policy Area also contains a collection of historically significant, primarily corrugated iron houses which served as workers' housing, located between Aberdeen and Crozier Streets, south of Brock Street and constructed between 1900 and 1920. These houses are a remnant of a more consistent low scale residential area which contrasted visibly with the visually imposing woolstores. However, with the growth of the wool export industry much of this area was taken up by the wool broking firms, leaving this small, primarily residential precinct in the south east of the Policy Area. This area also includes a number of small-scale industries.

Within the Policy Area, most of the larger Woolstores are constructed of masonry and there are also some significant buildings constructed of corrugated iron.

With the development of the Eastern Bypass between Francis Street and Bedford Street, the Woolstore buildings fronting St Vincent's Street (East) should be developed for bulky retail warehousing and/or medium density housing/office with active ground floor retailing and improved streetscaping.

Further development of industrial activities should be avoided to enable the transition of the area for medium density residential development providing an adaptive reuse for the historic wool stores.

### Land Use

Existing larger buildings and warehouses within the Policy Area should be altered and converted for alternative uses, including residential apartments where appropriate.

St Vincent Street East should be developed for ground level, commercial home wares/bulky retailing and medium density residential development above ground level.

The area fronting the Eastern Bypass should be developed for bulky retailing and warehousing. Shops should be limited to small-scale facilities primarily serving the local businesses, but showrooms with street front address are appropriate for St Vincent Street and St Vincent Street East.

Residential development in the Policy Area should have regard to the needs of traffic and industrial noise of pollution.

No new industrial development should occur in the Policy Area except for minor extensions or modifications to existing industries.

### Built Form

Former Woolstore buildings of significance should be conserved, rehabilitated and converted for adaptive reuse. New development should enhance and complement the existing streetscape and built form character of existing Woolstore buildings particularly on St Vincent Street East.

Development should reflect the bold, robust forms and local bearing construction used in the historical Woolstores, and innovative and creative architectural solutions are encouraged.

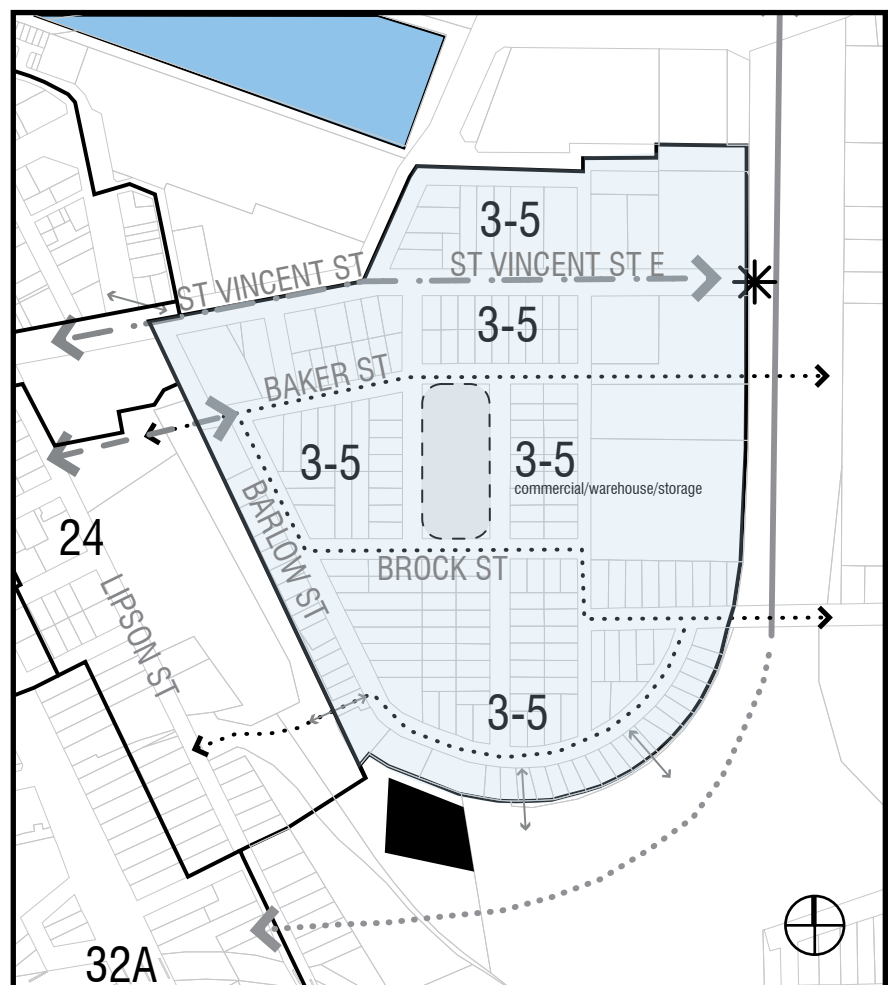
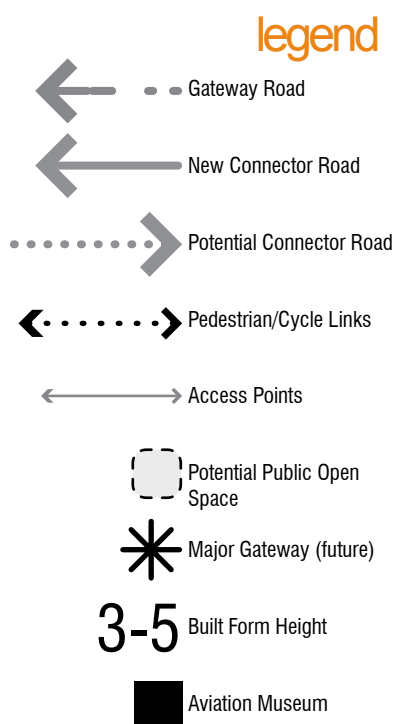
The existing area of old residential cottages in the south east of the Policy Area should be conserved, restored and rehabilitated for residential purposes.

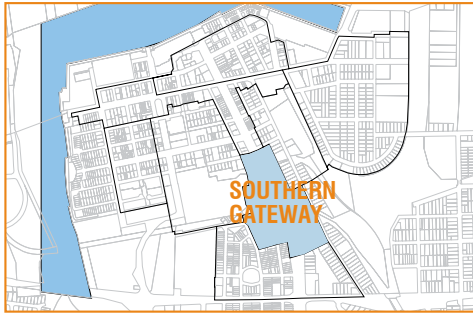
New development should respect and complement the historic woolstore buildings in terms of height, bulk and scale.

Setbacks for new development should reflect the prevailing setbacks within the locality to present a consistent streetscape and built edge framework.

## Movement of People and Goods

A new road is proposed parallel to St Vincent Street between Lipson Street and Baker Street to improve the integration with this area for local traffic. Car parking areas should be screened to prevent detrimental visual impacts on the character, streetscape quality and amenity of the area.





## Desired Character

An area where the existing Port Adelaide Train Station will become a significant transport interchange for the Port Adelaide Centre.

Future development in this Policy Area will consist of a mixture of land uses consisting of offices, showrooms, commercial, tourism facilities and high-density residential development.

The progressive upgrade of land and buildings on Commercial Road to the south of Charlotten Street and Thomas Place with more intense, appropriate and attractive development.

Development on sites in close proximity to the train station is encouraged for high-density residential development of up to eight storeys.

## Land Use

No new industrial land uses should be developed in this area.

High density, high quality, residential development on sites in close proximity to the transport interchange is encouraged. On sites with a frontage to Commercial Road, ground floor uses should not be residential but should be consistent and complement the existing and desired future development on Commercial Road within the Policy Area.

Development abutting Commercial Road between the railway overpass and Charlotten Street and Thomas Place should consist of offices, showrooms and appropriate commercial uses.

## Built Form

Buildings fronting Commercial Road should be of relatively consistent height and set-back and incorporate well-proportioned facades and good quality materials and finishes. The use of brick, render, timber or corrugated iron for walls, and corrugated iron for roofing, is appropriate but extensive areas of glazing should be avoided.

Buildings may be situated close to site boundaries or abutting street frontages but adequate landscaped open space should be provided either between adjacent buildings or along street frontages, other than properties abutting Commercial Road.

The development of residential buildings up to a maximum eight storeys may be appropriate on land adjacent to the transport interchange. These buildings should consist of ground floor, non-residential uses, consistent with development on Commercial Road and enabling active uses at street level.



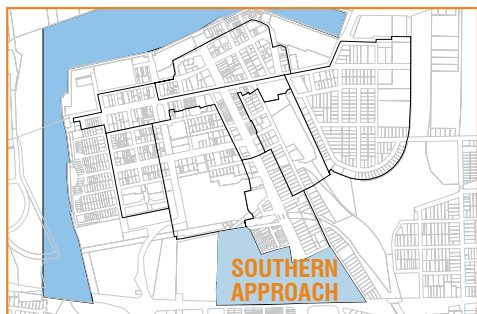
### Movement of People and Goods

Development should provide adequate car parking and service areas on site.

Development should ensure that significant vehicular access points, loading docks, service area and car parking areas are screened from public view, and located so as not to be detrimental to the amenity of the area. For sites abutting Commercial Road, car parking areas should be located behind the buildings fronting Commercial Road.

A decked car park should be developed in association with the transport interchange in accordance with the concept plan for the Southern Gateway Policy Area.





## Desired Character

The Southern Approach Policy Area is a mixed use area consisting of retail, showrooms, car sales, commercial uses, warehousing, industry, residential, educational and significant public open space areas.

The future character of the area is to continue as a mixed use area and to create an alternative and visually cohesive area and entrance to the Port Adelaide Centre through the redevelopment or rehabilitation of underdeveloped, under-utilised and unattractive land and buildings.

Montpelier Place is an attractive public space which is to be maintained and further enhanced through the upgrading of its environs.

Industrial or commercial uses which are likely to cause significant pollution by way of noise, smell, traffic generation, appearance, which will be detrimental to the area should not occur.

Vehicular traffic through the area should be rationalised to reduce the frequency of heavy vehicles and through traffic.

## Land Use

Development should comprise, primarily, showrooms, offices, institutional uses, commercial, warehouse, storage, light industrial and residential uses.

Small scale warehouses, storage and similar commercial uses are envisaged between Clare Street and Liddon Place and south of Grace-Church Street to Langham Place. Light industry and service industry may be appropriate in the Policy Area, in particular, adjacent Grand Junction Road. New general or heavy industrial uses should not be established within the Policy Area.

Medium density residential development is appropriate west of Liddon Place and north of Grace-Church Street.

Development facing Commercial Road should be of a high architectural standard and consistent of quality showrooms, service trade premises and commercial uses.

## Built Form

Development should comprise quality contemporary architecture which reflects its purpose and respects its degree of exposure to major public streets.

Buildings fronting Commercial Road and Grand Junction Road preferably should be of relatively consistent height and set-back and incorporate well-proportioned facades and good quality materials and finishes.

Buildings may be situated close to site boundaries or abutting street frontages but adequate landscaped open space should be provided either between adjacent buildings or along street frontages other than properties abutting Commercial Road and Grand Junction Road.

Development should conserve and enhance the character and integrity of the few buildings of heritage significance remaining in the area.

For development with a frontage to Commercial Road, the use of brick, render, timber or corrugated iron for walls, and corrugated iron for roofing, is appropriate but extensive areas of glazing should be avoided.

Buildings adjacent to existing residential development should respect the

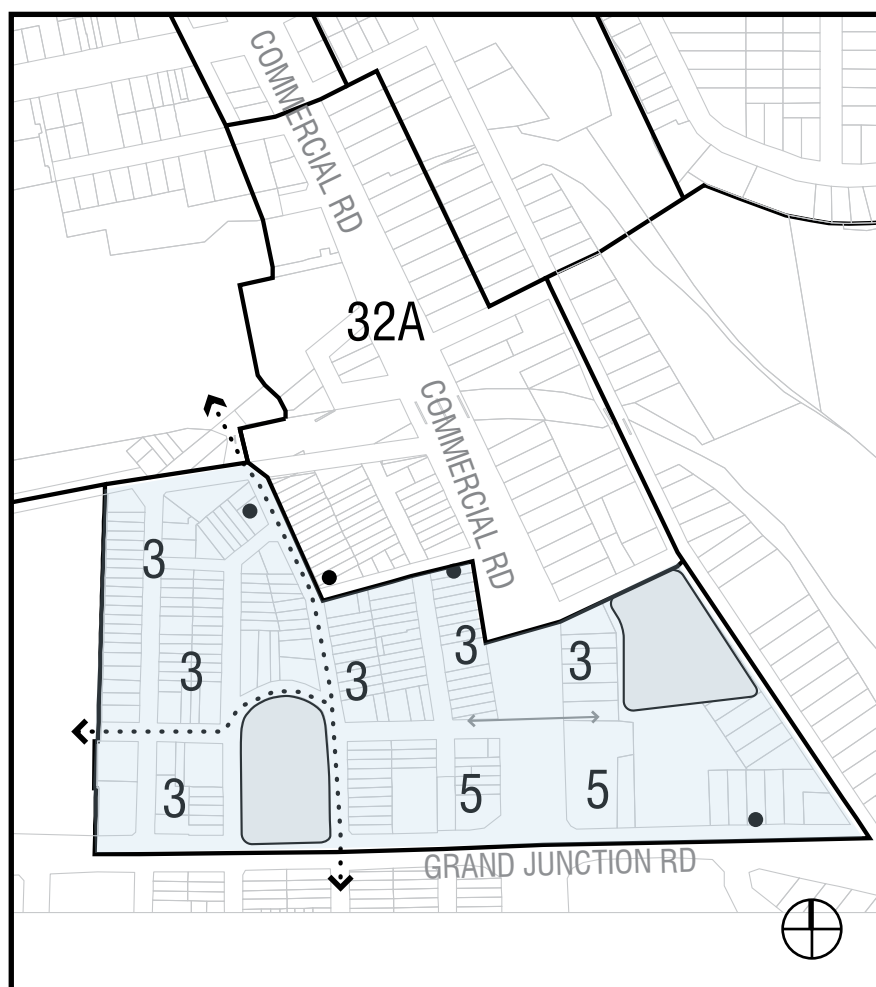
height, scale and amenity of that development.

Buildings should not exceed three storeys in height, except in nominated locations. The development of taller buildings up to a maximum five storeys may be appropriate on land adjacent to the intersection of Commercial Road with Grand Junction Road to create significant landmark buildings at this major entrance to the Policy Area.

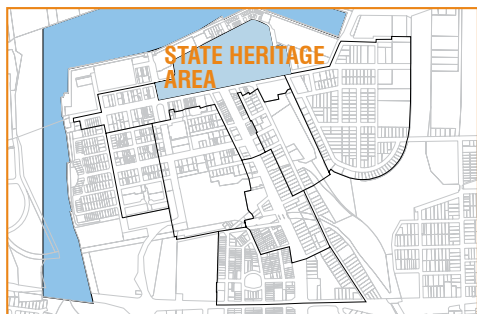
### Movement of People and Goods

Development should provide adequate car parking and service areas on site. Development should ensure that significant vehicular access points, loading docks, service area and car parking areas are screened from public view, and located so as not to be detrimental to the amenity of the area. For sites abutting Commercial Road, car parking areas should be located behind the buildings fronting Commercial Road.

Vehicular access points catering for significant traffic movements should not occur close to the intersection of Commercial Road with Grand Junction Road.







## Desired Character

An area where the unique historic buildings and townscapes are conserved and enhanced.

The Policy Area is primarily for civic and administrative uses, smaller scale offices, commercial uses and touristy facilities compatible with its historic townscape character.

The rationalisation of under-utilised land and buildings and provision of additional community and tourism facilities.

Black Diamond Square is to become a new pedestrian place and orientation point of the Centre of Port Adelaide. The square will provide a place for sitting, strolling, eating, tourist information, outdoor events and markets.

## Land Use

Development in this area should be, primarily, small-scale offices, professional chambers and shipping agent facilities, together with commercial and tourism facilities such as museums, art galleries, craft shops, hotels, restaurants/cafes and tourist accommodation.

Shopping and commercial land uses which are not consistent with and detrimental to the character of the area should not occur.

New residential development, or the expansion of existing industrial development, should not occur.

## Built Form

Buildings should be simple and orthogonal in form and incorporate gable, hip, or hip-gable combination roofs, parapets or cornices and, where appropriate, wide balconies and/or verandas.

Roof pitches of 25 to 45 degrees should be used with lower pitch roofs used in the manner of 'lean to' additions to existing buildings or behind parapets.

Buildings should be robust in character and reflect the load-bearing masonry construction evident in the area's stock of 19th Century commercial and maritime architecture.

External building materials and finishes should be consistent with the area's 19th Century architecture. The use of decoration and ornament on facades may be appropriate but should be handled with restraint. The use of mirrored glass, and the extensive use of large areas of glass along street frontages should not occur.

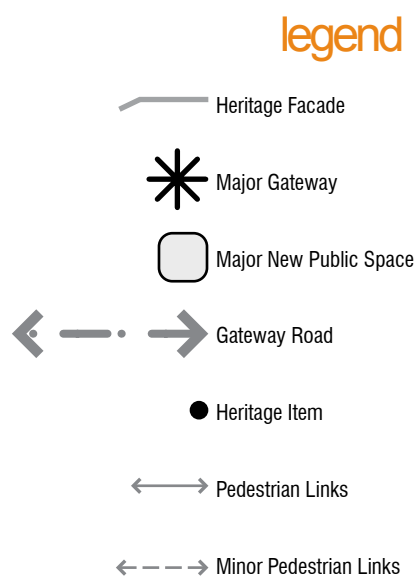
Buildings on corner sites should reinforce the solidity of the area's townscapes and street pattern by creating firm edges of built-form, possibly incorporating vertical elements to emphasize their corner location.

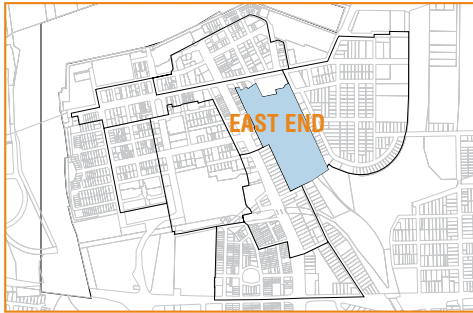
Buildings, other than ancillary buildings, should abut street frontages and maintain the continuity of built-form which clearly defines public streets in the area.

## Movement of People and Goods

Car parking areas and landscaped areas should be located behind buildings or suitable walls and not intrude onto street frontages within the area.

Car parking required by development should be provided on alternative suitable sites if it would otherwise require the demolition of buildings of heritage significance on the subject land.





### Desired Character

The most significant component of this area is the National Railway Museum and yards, which should continue to be the primary focus for the area through the further development of under utilised railway and industrial land for appropriate tourism, administrative and institutional uses.

The area contains historic buildings which should be conserved and upgraded to reinforce the historic townscapes particularly in the north west of the Policy Area.

Lipson Street should be upgraded through appropriate redevelopment with more intense, appropriate and attractive development.

Vehicle and pedestrian permeability should be improved through the area creating stronger links with surrounding areas and improving the vitality of the area.

### Land Use

An area for mixed offices, showrooms, consulting rooms, commercial and institutional uses and tourism facilities.

The redevelopment of under-utilised railway and industrial land for more appropriate tourism, administrative and institutional uses.

### Built Form

The National Railway Museum should be further developed and improved as a tourist facility and multi-use car parking area, with an active frontage to Lipson Street comprising development for office, commercial and institutional used which complement development on the northern side of Lipson Street.

Development situated to the west of Lipson Street and north of Godfrey Street should comprise small scale offices, professional chambers and similar uses which reinforce existing uses and are suited to the conversion or rehabilitation of historic buildings in the area.

Light industry, service industry, warehousing and storage uses should be confined to the southern side of Godfrey Street and west of Lipson Street.

Development should establish a strong edge to Lipson Street, with development to a maximum height of three storeys constructed to the Lipson Street boundary.

Buildings should generally not exceed three - five storeys in height.

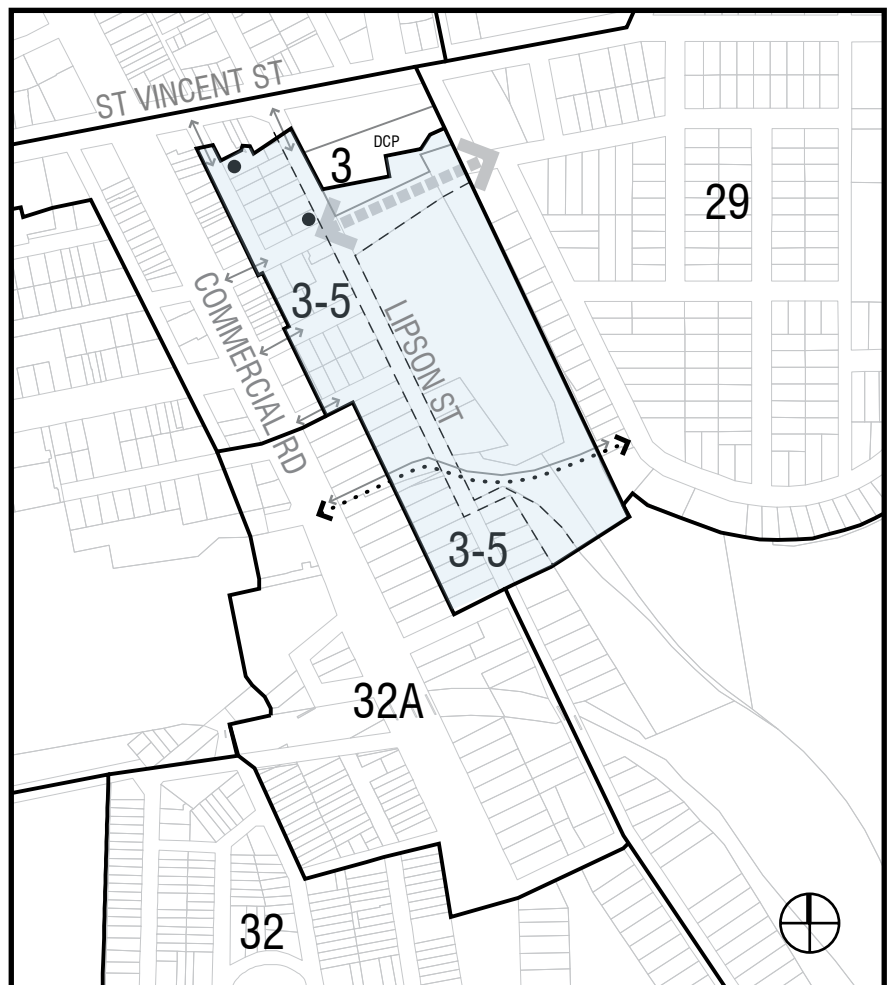
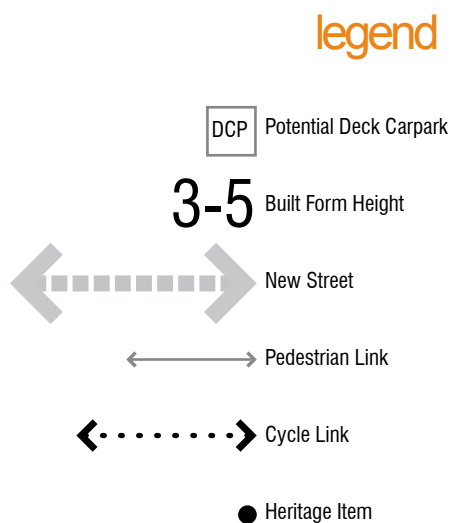


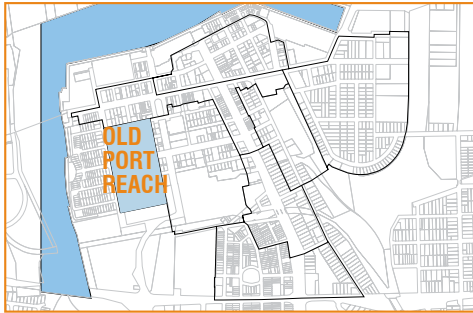
## Movement of People and Goods

Decked car parking should be provided in accordance with the concept plan for the Policy Area.

A new road connection should be developed through the north of the area linking Baker and Butler Streets which will provide access to a proposed decked car park on the southern side of St Vincent Street.

A pedestrian and cycle link should be established towards the south of the Policy Area connecting the Woolstores area to the National Railway Museum and Main Street Policy Areas.





## Desired Character

The Old Port Reach Policy Area contains predominantly one and two storey dwellings comprising detached houses and cottages, semi-detached dwellings, row dwellings and residential flat buildings.

The future character of this area is to further develop a range of medium density residential accommodation that will positively contribute to the amenity of the local streets and visually connect to the Port Adelaide Centre's built form and character in the area.

## Land Use

Development should comprise medium density development of up to three storeys to make use of the public open space areas available and to increase the residential density in close proximity to the retail core area and public transport facilities.

South of Leadenhall Street, development of up to five storeys is desirable as part of a comprehensive redevelopment of this portion of the policy area.

Activities that generate significant volumes of noise or traffic should not occur in this area and no new, or expansion of, non-residential development should be permitted other than small scale shops, i.e. cafés and corner stores or other small scale retail operations.

## Built Form

Development should comprise detached dwellings, semi-detached and row dwellings at medium densities which respect the existing historic streetscapes and built form character of the Port Adelaide Centre.

Buildings should utilise gable, hip and hip-gable combination roof forms with roof pitches between 25 and 45 degrees, and verandahs along street frontages. Building materials may be varied provided they respect the character of the area. Buildings should be set close to the frontage of public streets and should be consistent with the setbacks of development on adjoining properties.

Buildings should not be over three storeys in height except in that part of the policy area south of Leadenhall Street where buildings can be up to five storeys.

The visual appearance of dwellings should not be dominated by on-site garages, carports or parking areas.

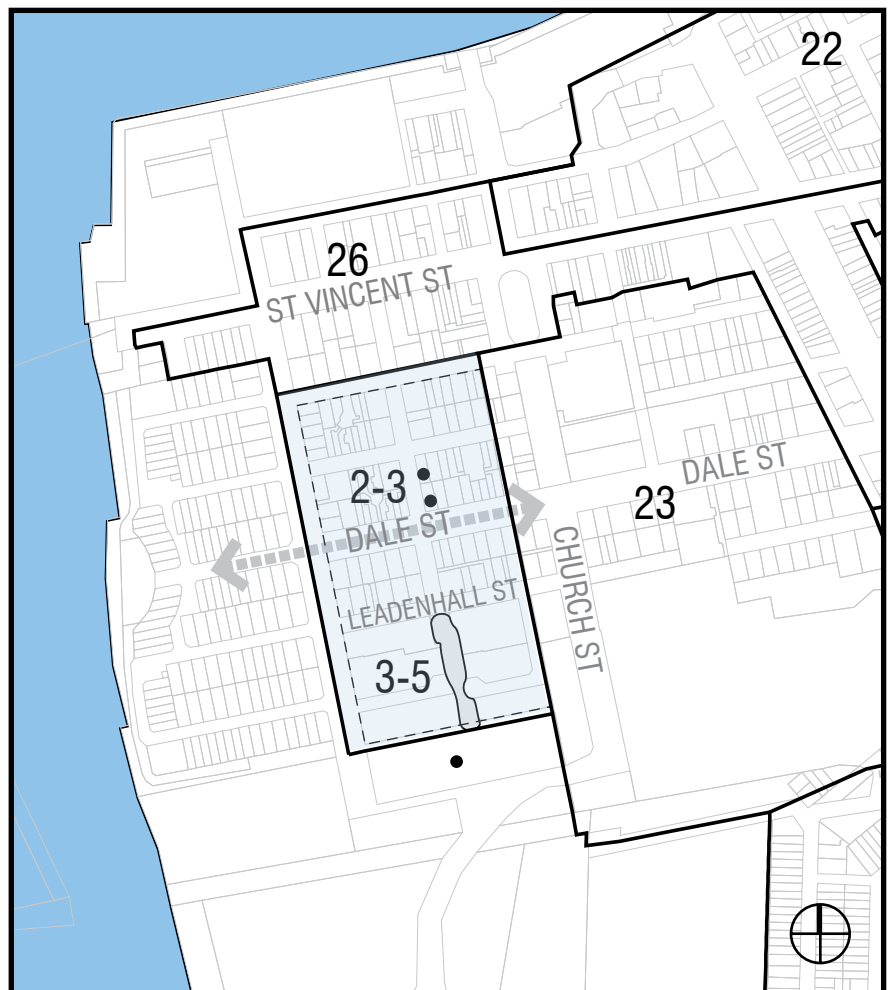
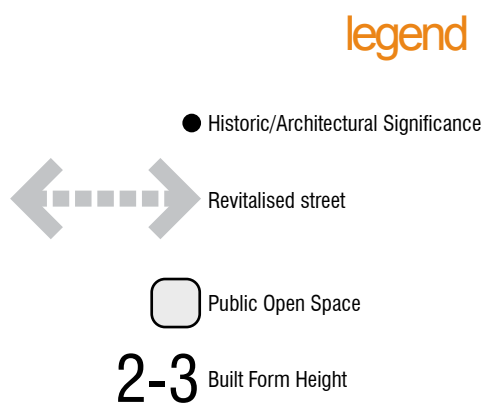
Where possible, on-site landscaping shall be provided to provide relief to the built form.

### Movement of People and Goods

Development should provide adequate on-site parking and bicycle parking facilities to serve residents and visitors.

Dale Street should be revitalised and together with Minories Street, shall form the major traffic network for the area.

Emphasis should be placed on improving walking and cycling links to the rest of the Port Adelaide Centre to reduce the use of private vehicles and provide improved opportunities for walking.





1

## black diamond square

concept plan, artist's impression, description of urban design outcomes

2

## commercial road

concept plan, artist's impression, description of urban design outcomes

3

## st vincent street

concept plan, artist's impression, description of urban design outcomes

4

## port adelaide train station

description of urban design outcomes

5

## secondary streets

description of urban design outcomes

6

## public domain manual

description of urban design outcomes and the production of a single point document for all Port Adelaide Centre public domain works

7

## tree planting strategy

proposed tree planting strategy framework



## Black Diamond Square

The centrepiece of the Port Adelaide Centre's revitalisation is the creation of a new 'town square' on Commercial Road between St Vincent Street and the existing Lighthouse situated in front of the existing markets and on the Port River. The new square, to be known as 'Black Diamond Square', provides a centrally located public square for Port Adelaide and is a new focus for the connection between the Port Adelaide Centre and the Port River and the waterfront.

To facilitate the reactivation of the Port Adelaide Centre and attract people and investment, significant focus on the development of Black Diamond Square is required by local and state government, the private sector and the community.

To be successful the square requires a wide range of land uses along both sides of Commercial Road and flexibility in the Development Policies to be developed for the Plan Amendment Report. The square will provide a celebration of all things 'Port' and allow people to dominate and allow spontaneous activity for the activation of the space including day and night time food markets, public events, gatherings, open air concerts, performances, announcements and the like.

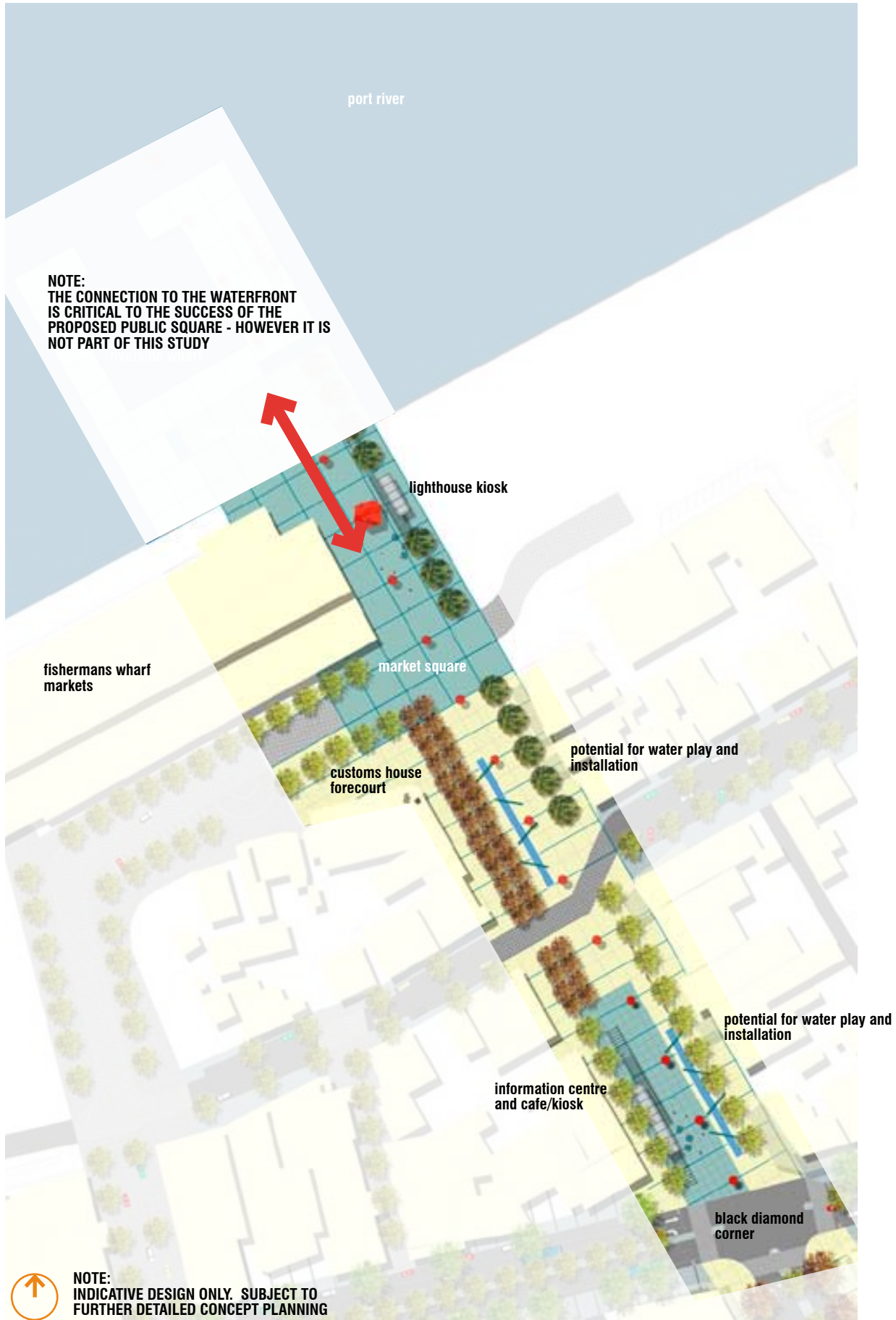
The Square reclaims public space to encourage increased activity and improve business viability. There is an emphasis on pedestrian priority whilst still allowing vehicle movements to assist in activating businesses adjoining the Square and allow access to properties. The Square is closed to vehicles on weekends to facilitate safe and enjoyable people movement to the waterfront and to coincide with activities in the Square.

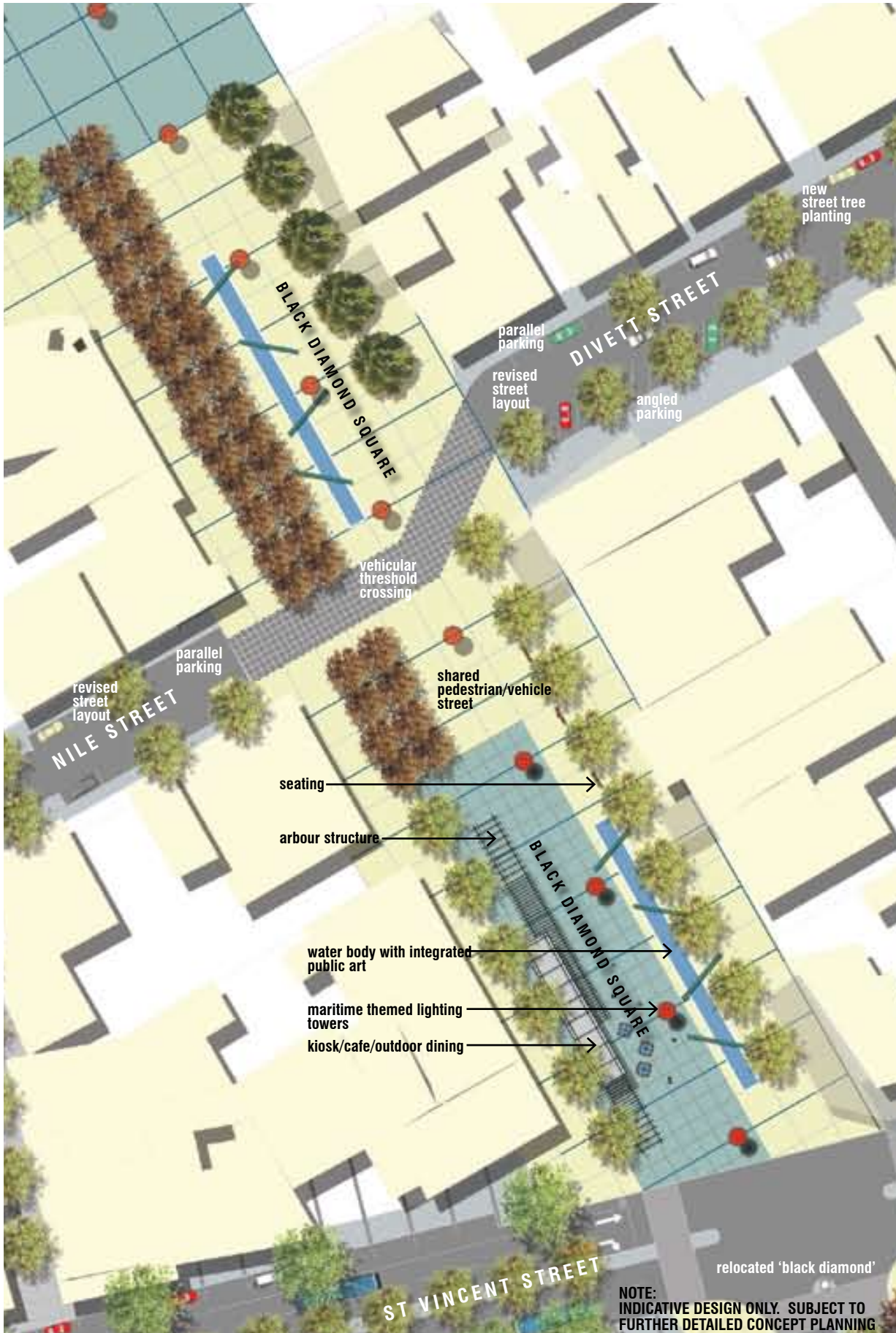
Black Diamond Square would consist of predominantly high quality stone pavements with street trees to complement the Commercial Road street tree strategy and allow views to the lighthouse. The 'silent policeman' (also known as the 'black diamond') is relocated to the centre of Black Diamond Square adjacent to St Vincent Street to remind visitors and locals of the local landmark it was in the past. Other historic aspects are celebrated in a detailed urban design scheme. The existing 'black diamond project', a paving and art installation concentrating on the Port's cultural and indigenous heritage (located adjacent to the existing visitor centre on Commercial Road), is maintained and sensitively incorporated into the new works.

The character of Commercial Road (and indeed St Vincent Street) consists of Colonel Light's classic carriageway and road reserve width of 132 feet with two storey buildings fronting the street. At present the TSA standard sodium lighting poles dominate unsuccessfully and ruin this predominantly low and wide character with poor quality lighting.

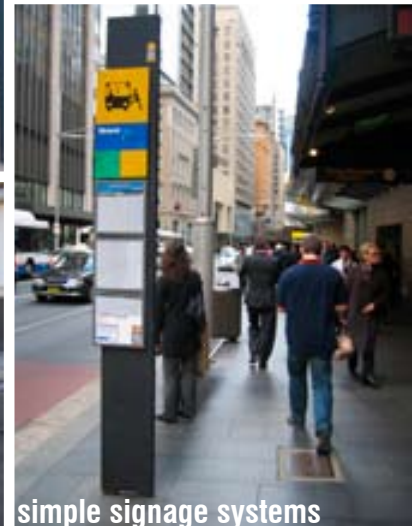
To combat this problem, a series of new architecturally designed light towers would 'march' from the Port Adelaide Train Station along Commercial Road and terminate at the existing Lighthouse to celebrate the maritime and industrial heritage of Port Adelaide. As an urban design feature they will sensitively integrate with the landscape but also provide a wayfinding and designed element to draw on the much celebrated heritage and history of the Port.













### Public Domain Materials

A palette of materials consisting of corten steel, stainless steel, stone, glass and timber as shown on the previous page.

### Public Domain Street Furniture

In line with the material selections proposed, a new coordinated suite of street furniture is developed for the Port Adelaide Centre. A lighting strategy, including sympathetic lighting to buildings and the symbolic lighting towers, is developed and implemented.

### Public Domain Tree Species

Exotic/Deciduous trees are used to reinforce the new Commercial Road street tree planting scheme and in Black Diamond Square.

### Pedestrian and Cycle Links

Black Diamond Square is a pedestrian priority zone on weekends, pedestrian priority during weekdays, with limited vehicle access at all times. Cyclists are permitted through on weekdays, walking only on weekends. Provision for secure bicycle storage is also provided in the Black Diamond Square.

### Commercial Road Buildings

The buildings that front Black Diamond Square (along Commercial Road) should be encouraged to develop high quality active uses, both during the day and night.

With access from side streets, servicing is not a problem and mixed uses could be considered. An integrated lighting strategy to each building should also be developed to enliven the Square at night.

### The Existing Markets

The 'trash and treasure' nature of the markets are excellent people generators and a suggested new site could be in the Woolstores precinct if the future of the site is not certain. An area for a 'market square' could be developed as an open air food market on weekends. Night markets could also be considered.

### Customs House

Customs House is a landmark building fronting Black Diamond Square and the existing waterfront Market Building. It is one of four important sites that are key catalysts for the revitalisation of the Port Adelaide Centre. With an awkward building configuration, flexibility is required to preserve the heritage building elements yet allow a feasible development scenario. Activation to both North Parade and Black Diamond Square is desirable.

### Built Form

A flexible approach is essential to allow development along Commercial Road and Black Diamond Square. The buildings must have activation at street level and present no blank walls or service entries to Black Diamond Square and where required preserve and enhance the existing heritage built form.



**above:** the indicative artist's impression is based on incorporating both the Urban Design Principles and the Vision for Port Adelaide Centre to create a new, vibrant public square for Port Adelaide. This view is from the existing Visitor Information Centre on the corner of St Vincent Street and Commercial Road.

New elements could include quality stone pavements, new feature lighting, water features, seating, active edge uses, public art, improved public domain and access.

**right:** existing view of the above.



## Commercial Road

Commercial Road is the principal arrival and gateway to Port Adelaide with a strong connection to the Port River. In concert with Black Diamond Square, Commercial Road is enlivened with increased activity, both during the day and night with a good cross section of street level retail and commercial businesses to succeed and become a unique shopping destination similar to Lygon Street in Melbourne or Oxford Street, Paddington or Darling Street, Balmain in Sydney.

Restoration of the buildings is essential and should be kept to maintaining the original façade with numerous openings, doors and window displays. The existing built form, largely two storeys in height with some single storey buildings, is maintained however flexibility is encouraged to promote three to four storeys with a setback from the third storey. Third and fourth floor living could be encouraged along Commercial Road combined with other mixed uses including general office space, studio space and professional offices.

Bus stop locations are reorganised and shortened to one bus length to augment a new Transport Interchange at the Port Adelaide Train Station. By removing some existing bus stops more provision is made for time limited on-street car parking which is more attractive for retailers at street level.

The street is ceremonial and requires signature street trees, lighting and street furniture together with a good tenancy mix along the stretch from the Train Station to the Square.

Two traffic lanes north bound and one traffic lane southbound with angled on-street parking is allowed for limited time stays up to 2 hours. A generous cycle lane is provided with numerous pedestrian crossing points with traffic signals if required at intersections. Allow for protuberances for outdoor dining and cafes and even displays or thresholds for other minor streets, such as the connection to the Port Mall.

High quality pavements and street furniture are proposed with signature lighting at all scales, including to the buildings. Signage to buildings kept to minimum and on awnings only.

### Public Domain Materials

A palette of materials consisting of coreten steel, steel, stone, glass and timber

### Public Domain Street Furniture

In line with the material selections proposed, a new coordinated suite of street furniture is developed for the Port Adelaide Centre. A lighting strategy, including sympathetic lighting to buildings and the symbolic lighting towers, is developed and implemented.

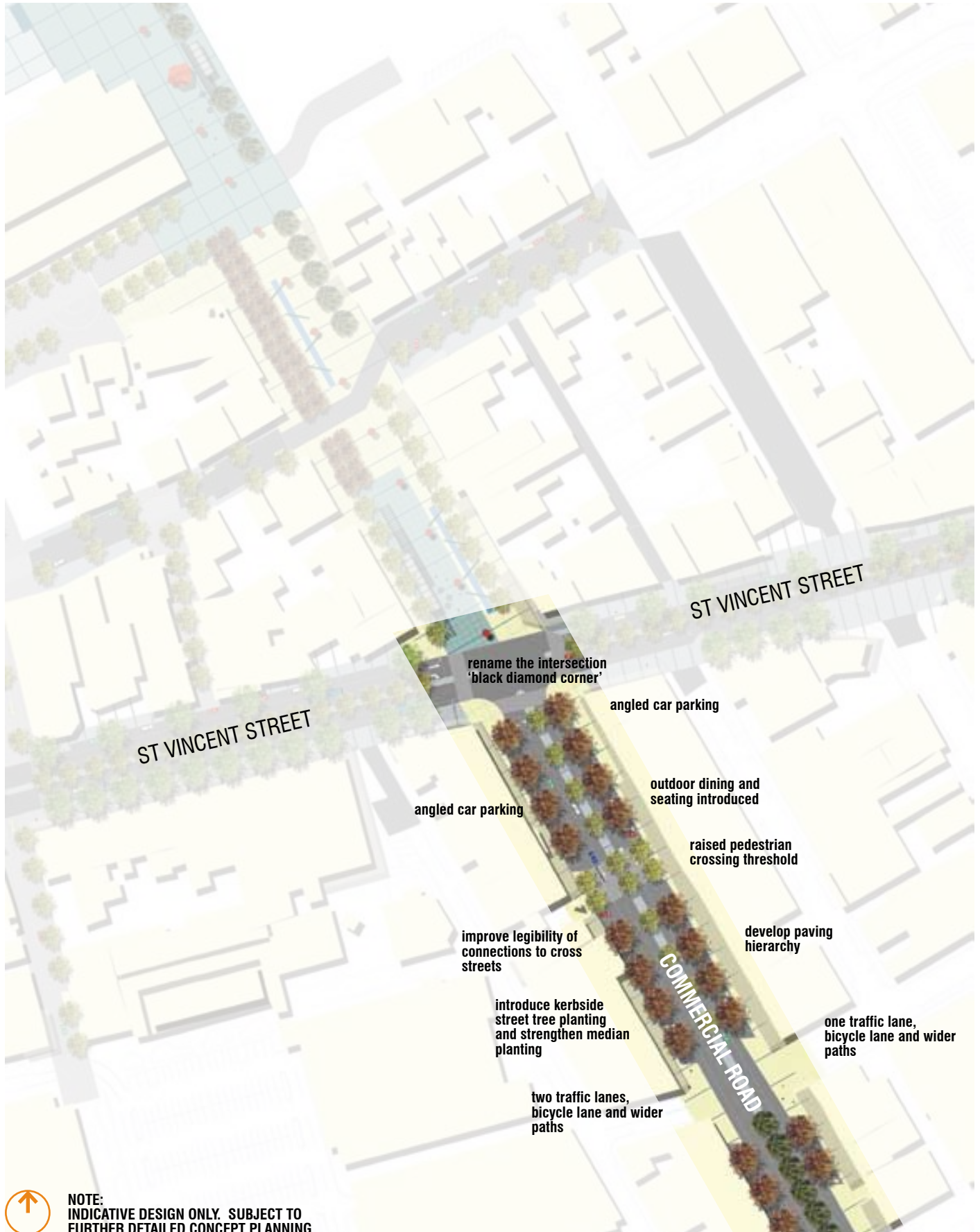
### Public Domain Street Trees

Deciduous trees. These would be considered on either side of the street, and in the middle of the street with a smaller species of deciduous tree with seasonal interest.

### Pedestrian and Cycle Links

A cycle lane is provided on the parking side of the street in both directions. Provision for numerous bike lock ups is designed along the street.





NOTE:  
 INDICATIVE DESIGN ONLY. SUBJECT TO  
 FURTHER DETAILED CONCEPT PLANNING

## Central Building

The existing Central Building is a landmark in the Port Adelaide Centre. Flexibility in the Development Plan with respect to car parking must be recognised for the site to realise its important location and potential. Active uses at street level are encouraged to provide a hub of activity both during the day and at night.

## Built Form

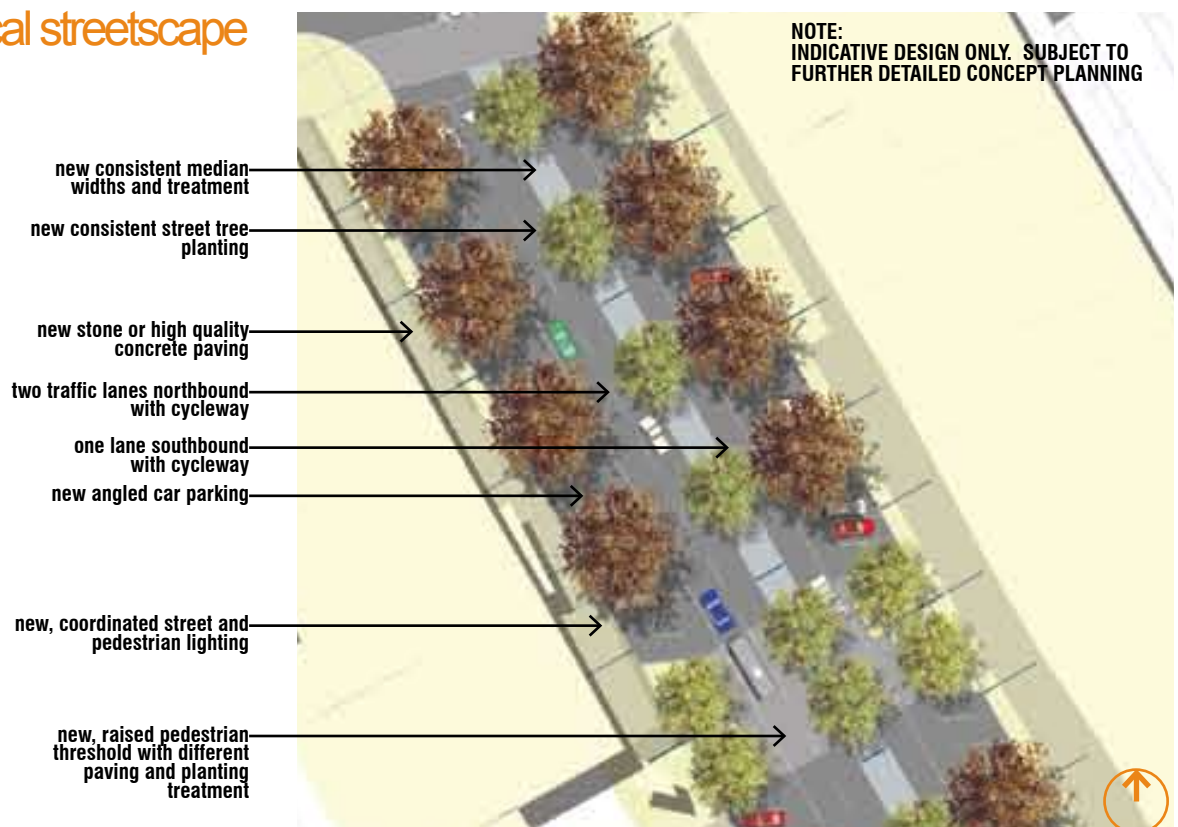
The existing character along Commercial Road is predominantly two storey buildings with heritage facades in various states of condition. This character should be maintained with incentives to restore buildings in a state of decline and promote active uses at street level. Mixed uses such as residential and commercial office space could be considered for the first and second storeys.

There have been instances where incompatible additions have been made to heritage buildings (such as cladding, signage, removal of old features etc). A policy of restoring these buildings should be adopted to allow them to be restored to their original intent with allowances for sensitive, well designed, proportional additions for new uses.

## Extended Lease Arrangements

Extended on-footpath lease arrangements should be considered where outdoor dining is desired. This could include limiting the extension on the roadside of the footpath to match the widths of the shop/café itself. This could increase the number of seats in the café/restaurant and is also a consideration in regards to waiving the car parking fund requirements for these types of development.

## typical streetscape







**above:** the indicative artist's impression is based on incorporating both the Urban Design Principles and the Vision for Port Adelaide Centre to improve Commercial Road. This view is from Cannon Street south along Commercial Road. The design is aimed at improving retail performance and to create a strong link with the Train Station.

New elements include realigned pavements, traffic lanes, more on-street parking, improved pedestrian access, improved public domain elements.

**right:** existing view of the above,





## St Vincent Street

St Vincent Street is reinforced as Port Adelaide's civic street and is a secondary retail shopping street with some commercial use at the fringes on either side of Port Adelaide Centre. The maritime uses on the western end of St Vincent Street remain and are encouraged to develop. St Vincent Street will link the Newport Quays development to the west and the potential developments to the east of the Port Adelaide Centre including the Woolstores, the recently announced 'Port Approach' business park and the Port River Expressway and twin bridges. The expressway has the potential to attract new visitors and businesses from the northern suburbs and will be an important gateway from the east.

The southern side of St Vincent Street between Commercial Road and Church Street is developed into an 'eating street' with wide pavements and good solar north access. The new Port Mall access is developed further to allow good links to the retail core area behind St Vincent Street. A legible crossing is developed for Robe Street/St Vincent Street.

The north side continues to be largely for civic function with connection and activation of the vacant buildings for similar uses.

The eastern end of St. Vincent Street provides professional office space but more ground floor retail uses are encouraged. The heritage area is more comprehensively linked through pavement thresholds and legible links to encourage wandering down the old lanes.

Until the Port River Expressway Bridges open it is difficult to make physical changes to the street due to short term traffic volume increases. Ultimately the street would be reduced to one-two lanes in each direction, with a wider median and on-street angled parking along the street (except the section in between Commercial Road and Church Street which would remain two traffic lanes in each direction with parallel parking where possible).

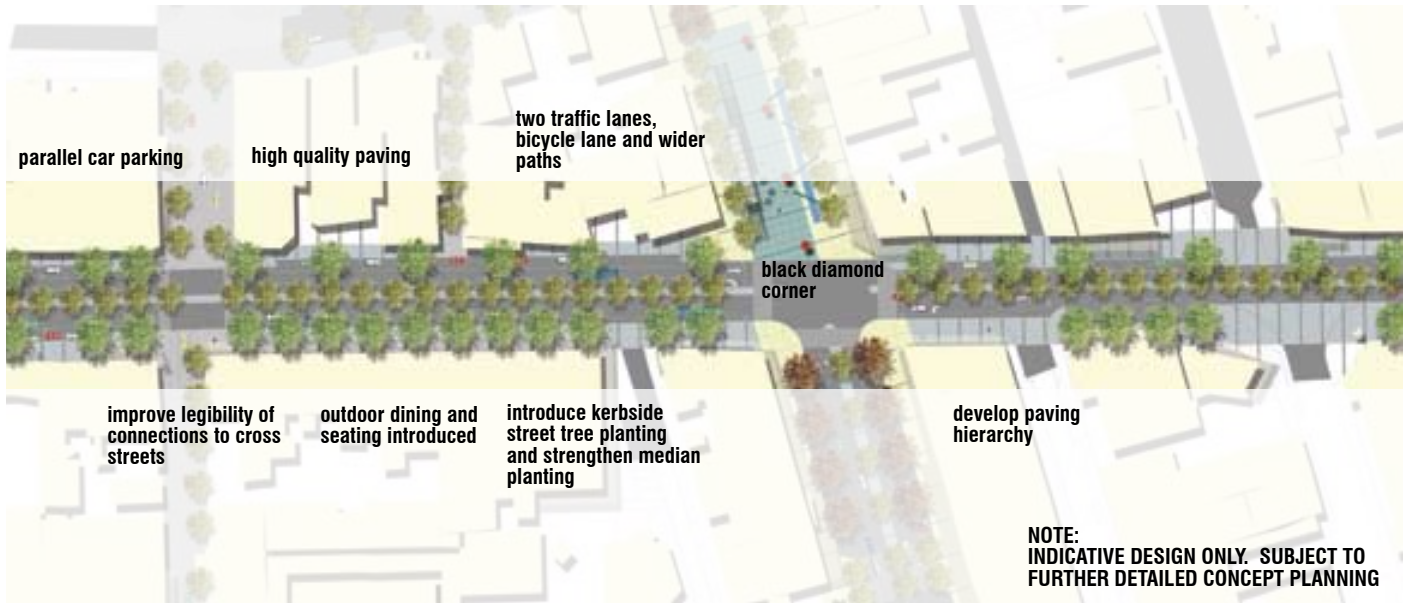
The convenience shopping already existing in the Retail Core Area and the increased quality offerings in Commercial Road and Black Diamond Square are better connected through improved built linkages. Therefore high quality pavements and street furniture are required with signature lighting at all scales, including to the buildings. Signage to buildings are kept to a minimum and on awnings only.

### Public Domain Materials

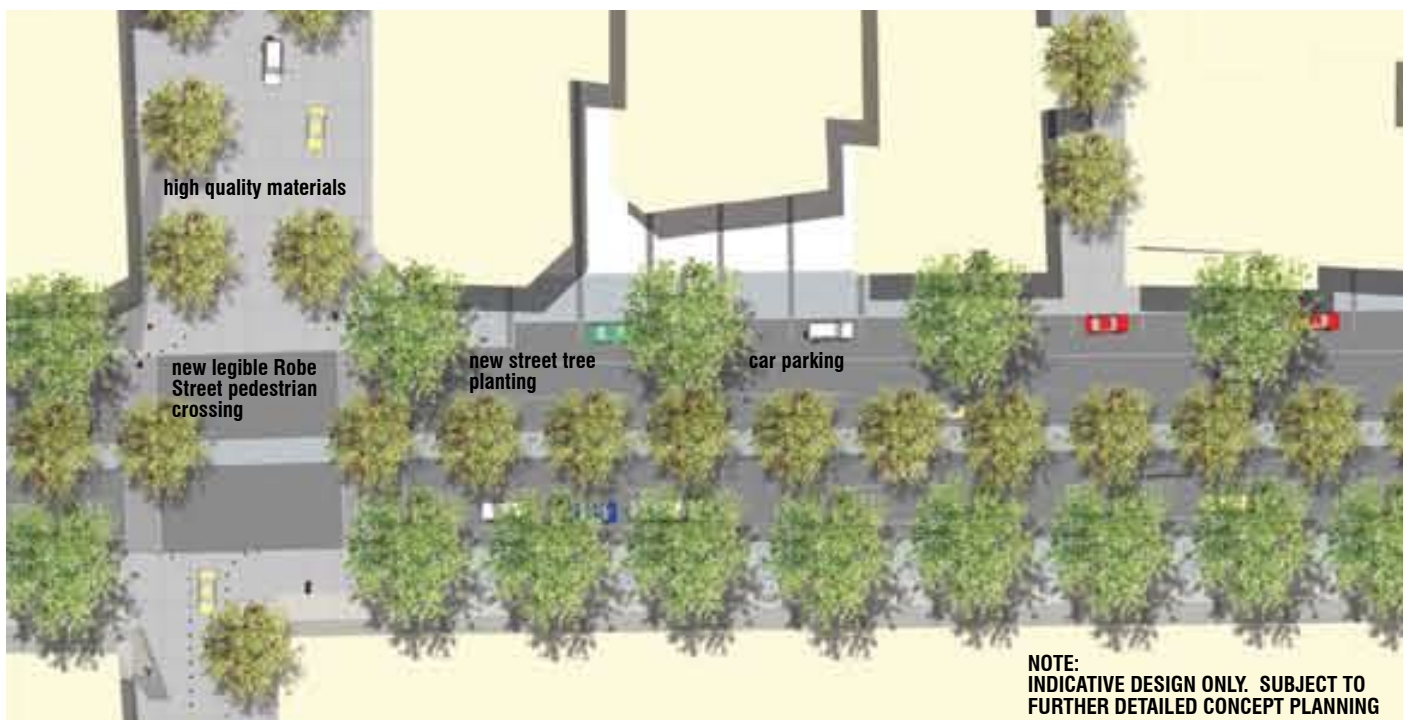
A palette of materials consisting of coreten steel, steel, stone, glass and timber

### Public Domain Street Furniture

In line with the material selections proposed, a new coordinated suite of street furniture is developed for the Port Adelaide Centre. A lighting strategy, including sympathetic lighting to buildings and the symbolic lighting towers, is developed and implemented.



## overall design intent



## detail



### Public Domain Street Trees

Deciduous trees. These would be considered on either side of the street, and in the middle of the street with a smaller species of deciduous tree with seasonal interest.

### Pedestrian and Cycle Links

A cycle lane is provided on the parking side of the street in both directions. Provision for numerous bike lock ups is designed along the street, with some undercover provision.

### Built Form

The built form along St Vincent Street is a major asset to the Port Adelaide Centre. The articulation of the facades, the 92 foot Colonel Light-designed street width, the perpendicularity to Commercial Street and the accessibility to the Port River are major features of St Vincent Street.

The heritage facades are retained but new active uses are encouraged between Church Street and Lipson Street. Some consolidation of ownership may be required to allow the further sensitive development of the Port Mall along St Vincent Street between Marryatt Street and Robe Street. The connection to Marryatt Street and the existing BankSA site is unattractive and lacking in activation on this important corner. This site could be sensitively redeveloped for a number of active street level or other retail uses to address both Marryatt Street and St Vincent Street.

The maritime servicing precinct, located at the western end of St Vincent Street, is further developed to take advantage of the significant regional drivers including the Air Warfare Destroyers contract at Osborne Maritime Precinct. Maritime servicing, retail and commercial office space expansion is encouraged,

### Extended Lease Arrangements

Extended on-footpath lease arrangements could be considered where outdoor dining is desired. This could include limiting the extension on the roadside of the footpath to match the widths of the shop/café itself. This could increase the number of seats in the café/restaurant and is also a consideration in regards to waiving the car parking fund requirements for these types of development.





**above:** the indicative artist's impression is based on incorporating both the Urban Design Principles and the Vision for Port Adelaide Centre to improve the public domain of St Vincent Street. This view is from Marryatt Street west towards the PAE town hall.

New elements include realigned pavements, traffic lanes, more on-street parking, improved pedestrian access, improved public domain elements.

**right:** existing view of the above,



## Port Adelaide Train Station

The revitalisation of the southern gateway of the Port Adelaide Centre includes the re-development of the existing Port Adelaide Train Station into a mixed use, multi level transport interchange catering for trains, buses, taxis, and provide a 'kiss and ride' facility.

A new street is proposed to the north of the train station to accommodate buses and layovers and engage the station with Commercial Road through a well lit, paved and landscaped plaza with bus stops and ground floor retail opportunities.

It is proposed to centre the station platforms over Commercial Road and design a new transparent, civic designed structure to provide a language consistent with the new energy at the Port and to complement the Lighthouse. This would allow the existing site of the train station to be developed below and above the existing train line. Car parking could also be included.

Medium to high-density housing would be allowed to develop around the station to three storeys and around the station up to four storeys.

The new street connects Commercial Road, Church Street and the existing Retail Core Area more effectively and allows for a circular route for terminating and through travelling buses.

The new street allows for the removal of the excessive size and number of bus stops further along Commercial Street and St Vincent Street and concentrates some coordinated movements into one location. A circuitous bus service, not too dissimilar to the 'Beeline' service, could operate from this point aligning with train movements from the City.

Decked car parking could feature in adjacent sites as part of the development to promote a park and ride facility for broader residents who wish to catch a train to the city.

The new station is a major structure and is more integrated with Commercial Street and is a focus of the Southern Gateway. The structure is accessible, easy to use, enjoyable to use and is a strong entry statement into Port Adelaide.

Street trees provide definition to the new street and materials would complement not only the new Commercial Street frontage but also the station building materials. Legibility of access in and around the new facility is critical.

### Public Domain Materials

Glass, Acrylic, Steel, Stone, Timber

### Public Domain Street Trees

Native/Endemic Trees. Trees would be placed on the northern side of the street only, with limited opportunities around the station plaza. The existing *Phoenix* palms are an option along the train line embankment to mark the alignment from Outer Harbour. Tree canopies should be 'lifted' to enable bus movements and to prevent obscuring elements such as signage and improve passive security.

### Public Domain Street Furniture

A new co-ordinated suite of furniture is developed to coordinate with the Square and Commercial Road. A lighting strategy, including sympathetic lighting to buildings is implemented.

### Pedestrian and Cycle Links

A cycle lane is provided on the parking side of the street in both directions. Provision for numerous bike lock ups is designed for the station and the plaza. Legibility of the station entrance and plaza is clear.

### Built Form

The existing train station is removed and the heritage elements of the station exposed, or removed and reused in the new station. The new station platforms and access are centred over Commercial Road, with access lift and escalators provided on the east and west side of Commercial Road and highlighted by a predominantly transparent structure with associated commercial, residential and convenience retail opportunities.

The existing News Limited site should be rezoned mixed use/medium to high-density residential uses to encourage the development of a transit-oriented development.

The existing food based retail uses to the north of the existing train station should be reviewed and land use and ownership consolidated to provide a potential opportunity on the corner of the new east/west street and Commercial Road.

The building over the train line permitted to a maximum of five storeys (three over the train line, one under). The sites either side of the train line permitted up to four storeys.





Figure 6.1: Secondary Streets

## Secondary Streets

### 1. Church Street

Church Street is the key northern gateway and (refer Figure 6.1) becomes a planted 'boulevard' suited to walking with medium density mixed-use development along each side of the street. The pavements are rationalised and a double row of street trees are planted either side of the street. The traffic lanes are standardised in both directions, roundabouts removed where existing and a legible system of pedestrian crossings instated. The street is activated on both sides with secondary retail and commercial opportunities with apartments and 'shop top' housing.

### 2. Robe Street

Robe Street (refer Figure 6.1) becomes a major pedestrian street and links the existing retail core area to the waterfront across St Vincent Street. The street is 'reinstated', lost links recreated and more active retail frontage developed. The grid pattern of the Port Centre is reintroduced to the existing retail core area. Decked car parking opportunities are considered for the existing expanse of bitumen to the west of the existing Bilo supermarket based on the grid. All ground floor areas are provided for retail use with car parking over the top two levels. Pedestrians are given priority and car parking entrances and exits are carefully designed to avoid impacting negatively on public space.

### 3. Dale Street

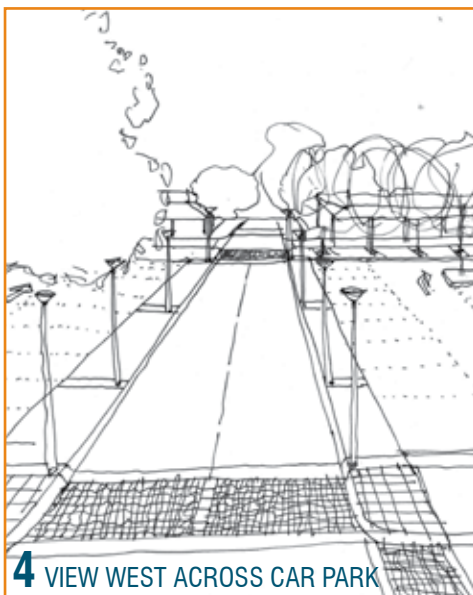
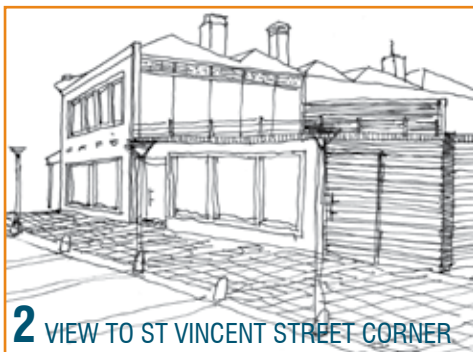
The existing and confused matrix of angled parking, crossings, pavements and lack of street trees is readdressed to provide a secondary vehicular, public transport and pedestrian street east/west through the Port Centre and linking the Port Canal and Port Mall shopping centres. Dale Street (refer Figure 6.1) continues to offer angled parking but is rationalised and standardised in line with the 'coming and going' Urban Design Principle. A plaza space is considered for the junction of Robe Street, Dale Street and the entrance to the Port Canal Shopping Centre. Opportunities are explored to remove the two existing banks buildings on the north side of the street as the only facades that are activated is the Dale Street façade. Blank walls face east, north and west. This is to be avoided anywhere in the retail core area. The new plaza space could become a smaller gathering and lunch spot.

### 4. Cannon Street

Cannon Street (refer Figure 6.1) is reinvigorated in line with the principles for Robe Street- as a pedestrian street activated on both sides. The public domain is reorganised, 'dead ends' removed and a one way vehicular street considered from east to west to allow service and car parking access. New lighting, street furniture and street trees are a component of the revised street. Cannon Street is rediscovered through the existing car park, with a reinstated kerb and pedestrian path to delineate the street and becomes part of the grid of streets in the retail core area.

### 5. Quebec Street

Quebec Street should be encouraged to re-establish through to Commercial Road as a cohesively designed pedestrian link activated on both sides. The connection at Marryatt Street is reconsidered and the existing BankSA site is potentially a good development site- it addresses St Vincent, Marryatt and





Quebec Street. Sight lines are maintained east west to Church Street and Commercial Road.

## 6. Marryatt Street

Marryatt Street (refer Figure 6.1) has the potential to be an activated, humanised scale pedestrian street. With changes to the street set out, including reducing the road width and introducing flush kerbs, bollards and lighting, the street could become a small shopping street and a local 'hub', as it fronts both Commercial Road and Marryatt Street.

The public domain elements and the pedestrian street are the important urban design issues for the revitalisation of the streets. Organising the flow and entry points to the proposed multi level car park developments will be critical. Reinstating the grid pattern and consolidating land tenure is also a major challenge and will require the cooperation of existing land holders, council and State Government.

### Public Domain Materials

Concrete, Glass, Acrylic, Steel, Stone, Timber

### Public Domain Street Trees

Deciduous/Native/Endemic Trees. A combination of deciduous and native/endemic trees as part of the Port Centre Tree Planting Strategy would be proposed.

### Public Domain Street Furniture

A new co-ordinated suite of furniture is developed to coordinate with the Square and Commercial Road. A lighting strategy, including sympathetic lighting to buildings is implemented.

### Pedestrian and Cycle Links

Cycle lanes are provided along Church, Dale and Robe Street on pavements. Provision for numerous bike 'lock ups' is designed in numerous locations.

### Built Form

The reintroduction of the grid street pattern provides an organisational element that provides parcels suited to redevelopment, especially between Dale Street and St Vincent Street/Port Mall Shopping Centre. Car parking is an issue being addressed in a separate paper by HASSELL but the essential resolution is to provide more opportunity for multi level car parks and increase the capacity for car parking during peak times and also overflow parking from night time activities, events and weekend tourism..

Building heights will vary but encouraged to develop up five storeys along Robe Street between Quebec Street, Dale Street and Marryatt Street to accommodate multi level car parks and introducing mixed uses including some commercial use and some residential use to activate the centre after hours.

## Public Domain Manual

A Public Domain Manual is developed for each element of the UDF (including street furniture, materials and hierarchies) to provide State Government, Council, potential developers, the community and business with a clear understanding of the built outcomes of the UDF.

A cohesive, carefully selected suite of materials is promoted to sell Port Adelaide as a destination in its own right significantly different to the other local competitors such as West Lakes, Arndale and indeed the City Centre.

The PDM (Public Domain Manual) consists of the following elements:

- Introduction and Explanation of Public Domain Strategies
- Paving- various treatments including stone, concrete, bitumen,
- Typical paving details
- Kerbing- various treatments including stone, concrete
- Typical kerb details
- 'Pram ramps' – locations, size, treatment
- Bus Stops – typical details for location, shelter location, paving, tactile indicators, signage
- Pavement protuberances (for bus stops, taxi ranks, crossing points etc)
- Tree grates and tree uplighting
- Drainage design details, including trench grates and side entry pits
- Strategies for service cover treatments- infill, stone, concrete, bitumen, other
- Edge details- steel, concrete, timber
- Guide to paving infill and cutting for 'best practice' outcomes
- Walls – seating, retaining, dividing, freestanding, signage, formal, informal
- Plinth details for statues, memorials etc
- Lighting Strategy – Pedestrian, street, road, feature, up lighting, integrated seat lighting, spotlights, aquatic lighting (for water features), wall lighting
- Lighting Manual to privately owned buildings and public spaces
- Drinking fountains
- Typical shrub bed planting details
- Typical tree planting details – in garden bed, in paving
- Water feature details
- Intersection treatment details, including signalised intersections
- Signage Manual

Some typical details of paving and associated elements of the public domain would include the following detail plans as part of the broader implementation strategy.



## Tree Planting Strategy

The tree planting strategy is based on the revised street grid hierarchy for the Port Centre. There are two elements to the tree selection strategy:

1. The historic and contextual urban environments of Port Adelaide
2. A reflection of the former natural environment of Port Adelaide

The first element of the strategy builds on the character of urban areas in Port Adelaide and the requirements for a hard landscape environment balanced with creating characteristic streetscapes with seasonal interest.

The Port Adelaide Centre has a historical, deciduous planting character of various tree species and these define the Centre. The main streets (St Vincent Street and Commercial Road) would build on this character.

The second element of the strategy would be a broader character dominated by native trees planting, and based around the secondary streets and minor streets.

Distinctive characters would be created for the north/south streets whilst a more informal character developed for the east/west streets.

Black Diamond Square is the Port's new focal public space and would feature unique tree planting based on larger deciduous trees, to augment the existing trees, which would be relocated in the Square.

The Tree Planting Strategy is to be developed with the City of Port Adelaide Enfield Open Space Strategy which has been prepared separately by HASSELL. This document was used to provide guidance on the urban design strategy for the Port Adelaide Centre Urban Design Framework.



Former Woolstore, Port Adelaide Centre

# the way forward

## 7

### The Way Forward

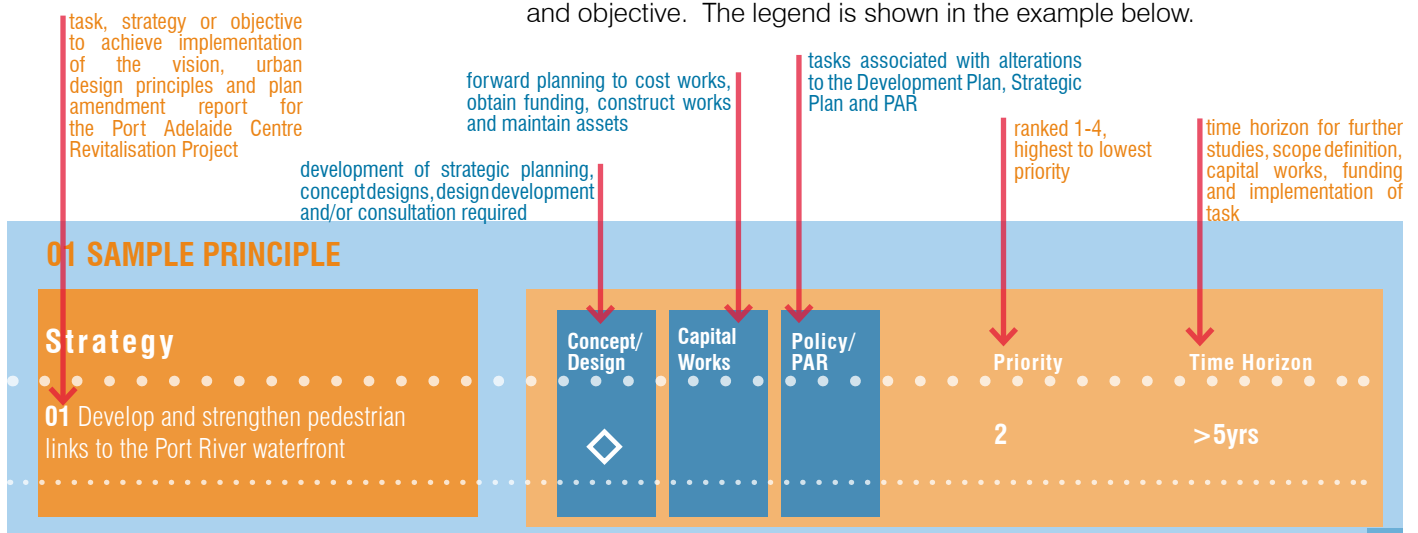
#### Achieving the Vision

The way forward has been developed to achieve the objectives and principles associated with the Vision and Urban Design Principles for the Port Adelaide Centre.

Responsibility, priorities and time/horizon need to be separately worked through with individual agencies to enable the development of a robust action plan. In particular, the “way forward” needs to be subject to budget processes and detailed examination by those agencies responsible for its implementation.

The Urban Design Principles form the basis for the way forward. The seven Principles are expanded to include items and actions for each principle and include ‘Implementation Tools’ to ascertain the stage and requirements for each item or action. The responsibility, priorities and time/horizons for each item/action is also identified.

The structure of the way forward is simple. Each Urban Design Principle is used as a basis for implementing strategic and outcome based tasks. There are three stages to each task and these will vary according to the task type and objective. The legend is shown in the example below.





## Strategy

**01** Develop and strengthen pedestrian links to the Port River waterfront

**02** Develop Black Diamond Square between St Vincent Street and the Port River waterfront

**03** Customs House: Develop Urban Design and Adaptation Study to assist with developing economic use

**04** Built form and land uses adjacent to the Port River waterfront

**05** Develop an extensive public events calendar for the Port Adelaide Centre, based around the Port River waterfront and Black Diamond Square

**06** Promote recreational opportunities including swimming, boating, walking, sitting, eating and other uses

**07** Improve Port River water quality for swimming and recreational usage

**08** Improve direct links to the Port River including public wharves and marinas

Concept/ Design	Capital Works	Policy/ PAR	Priority	Time Horizon
◇	◇		3	>5yrs
◇	◇	◇	1	<5yrs
◇			2	>5yrs
	◇	◇	3	5-10yrs
		◇	1	<5yrs
◇		◇	3	<5yrs
		◇	4	10-20yrs
◇	◇	◇	4	5-10yrs

1 immediate  
2 short term  
3 medium term  
4 long term

## Strategy

**01** Promote and implement Port Adelaide Centre street hierarchy

- Commercial Rd & St Vincent Street
- Church/Dale/new southern street

**02** Port River Bridge/Expressway Impacts

- Short term- develop traffic management strategy during construction of bridges and link to existing expressway
- Medium term- develop strategy for the removal of through traffic from St Vincent Street
- Long term- strategy to reduce heavy vehicles and through traffic from Port Adelaide Centre

**03** Proposed Eastern Bypass

- Confirm requirement for Bypass
- Develop preferred route, including entrances and exits, with a focus on resolving the connection to Commercial Road and Grand Junction Road
- Build, develop strategy and traffic plan to cope with increased traffic movements around Eastern Bypass

**04** Develop capital works strategy based on UDF

- Commercial Road
- St Vincent Street
- Church Street
- Dale Street
- Robe Street
- Marryatt Street
- Lipson Street

**05** Collate movement and access and parking strategy elements of UDF into a movement and parking strategy considering vehicle, pedestrian, cycling, movement and provision ex public transport facilities and car parking.

**06** Further concept development for retail core area to enhance distinction and differentiation of area. Requires greater hierarchy of movement patterns to increase legibility and amenity.

Concept/ Design	Capital Works	Policy/ PAR	Priority	Time Horizon
◇		◇	1	<5yrs
◇	◇		1	>5yrs
◇	◇		3	5-10yrs
◇			1	>1yr
◇	◇		1	<5yrs
◇		◇	2	>5yrs
	◇	◇	2	<3yrs
◇		◇	2	>3yrs
◇		◇	3	5-10yrs
◇	◇	◇	1	>5yrs
◇	◇		1	>5yrs
◇	◇		1	<5yrs
◇	◇		2	>5yrs
◇	◇		2	>5yrs
◇	◇		2	5-10yrs
◇	◇		3	5-10yrs
◇	◇		3	5-10yrs
		◇	1	<3yrs
		◇	3	>5yrs
			1 immediate 2 short term 3 medium term 4 long term	

## Strategy

**01** Develop and promote mixed use retail, residential, commercial and office based opportunities throughout Port Adelaide Centre

**02** Develop and promote strategy for varied accommodation, housing choice and affordability:

- *Tourist accommodation across the various standards, from backpacker hostels to 5 star hotels*
- *Increased opportunities for student housing, associated with the TAFE college and other potential tertiary education campuses*
- *Integrated public housing*
- *Affordable housing*
- *Increased housing densities across the Port Adelaide Centre, including Dale Street, Church Street and the 'East End' area*
- *Subsidised 'Creative Uses' spaces*

**03** Transit Oriented Development

- *Develop a multi use, high density, permeable 'gateway' structure to Port Adelaide including a transport interchange around the Port Adelaide Train Station*
- *Develop street level public square around Port Adelaide Train Station*
- *Provide vista along Commercial Road to Black Diamond Square*
- *Promote use of public transport*
- *Allow integration of potential light rail extension*

**04** Develop the Woolstores precinct for a wide variety of uses in the short term. The area would seek to be developed as an area for affordable housing for rental and purchase. Intermediate uses could include:

- *Warehouse and storage uses*
- *Expand educational facilities*
- *Examine Aboriginal Community Centre*

Concept/ Design	Capital Works	Policy/ PAR	Priority	Time Horizon
		◇	1	<5yrs
		◇	2	<5yrs
		◇	2	<5yrs
		◇	2	<5yrs
		◇	2	5-10yrs
		◇	2	5-10yrs
		◇	3	10-20yrs
		◇	4	5-10yrs
◇	◇	◇	1	>5yrs
◇	◇	◇	1	>5yrs
◇			3	5-10yrs
		◇	2	5-10yrs
		◇	2	5-10yrs
		◇	3	<5yrs



## Strategy

### 01 Public domain improvements to demonstrate the Port's diverse past

- *Original shorelines*
- *Historic events*
- *Allowances for historic boats at publicly accessible wharves and berths*
- *Indigenous cultural elements*
- *European cultural elements*
- *Heritage walking route*

### 02 Heritage Incentive Scheme

- *review existing and further develop scheme to provide local and state government incentives for the restoration and improvements to heritage buildings and facades, for civic, commercial and residential buildings*

### 03 Public Art Strategy

- *Develop an arts and cultural strategy for the Port Adelaide Centre including the use of under-utilised buildings for artists and performance space*
- *Integrate public art with the waterfront*
- *Develop series of heritage 'markers' across Port Adelaide including the Port River*

### 04 Recreational Opportunities

- *Develop recreational boating opportunities with incentives for heritage boats to be moored along the waterfront*
- *Develop and market opportunities for public events*

### 05 Working Opportunities

- *Develop and promote provision for an active waterfront*

Concept/ Design	Capital Works	Policy/ PAR	Priority	Time Horizon
◇	◇		2	>5yrs
◇	◇		3	5-10yrs
◇	◇		3	5-10yrs
◇	◇		2	>5yrw
◇	◇		2	>5yrs
◇	◇		2	>5yrs
		◇	2	>5yrs
		◇	1	2-10yrs
◇	◇		3	>5yrs
		◇	3	5-10yrs
	◇		1	>5yrs
		◇	4	10-20yrs
1 immediate 2 short term 3 medium term 4 long term				

## Strategy

## 01 Develop and promote 'Gateways' to Port Adelaide Centre

## 02 Develop Information and Signage Strategy for Port Adelaide Centre

### 03 Develop and promote Visitor Attractions

[illegible]

## Strategy

### 01 Develop Gateways, see **Principle 05**

### 02 Develop and promote Port Adelaide Transport Interchange

- Develop a multi use, high density, permeable transport interchange around the Port Adelaide Train Station with bus interchange at street level
- Develop street level public square around Port Adelaide Train Station oriented towards Commercial Road
- Entrances on either side of Commercial Road with glass elevators to platforms
- Pedestrian crossing across Commercial Road under station
- Allow integration of future light rail extension, either on existing track or along Commercial Road

### 03 Car Parking

- Refer Car Parking Strategy, separate document and Urban Design Framework

### 04 Develop proposed Loop Bus around Port Adelaide Centre for tourist and shopping link to Port Adelaide Transport Interchange

### 05 Pedestrian and Cyclist Amenity

- Develop a legible system of cycleways integrated with the proposed street hierarchy, including bike parking opportunities throughout the Port Adelaide Centre
- Ensure pedestrian access, legibility and amenity is improved throughout the Port Adelaide Centre
- Develop links to surrounding Open Space networks and integration of proposed Foreshore Walk along the Port River

Concept/ Design	Capital Works	Policy/ PAR	Priority	Time Horizon
◇	◇	◇	2	>5yrs
◇	◇	◇	2	>5yrs
◇	◇	◇	2	>5yrs
◇	◇	◇	2	>5yrs
◇	◇	◇	2	>5yrs
◇	◇	◇	2	>5yrs
◇	◇	◇	varies	varies
◇	◇	◇	3	5-10yrs
◇	◇	◇	2	>5yrs
		◇	1	
◇	◇	◇	2	5-10yrs
				1 immediate 2 short term 3 medium term 4 long term

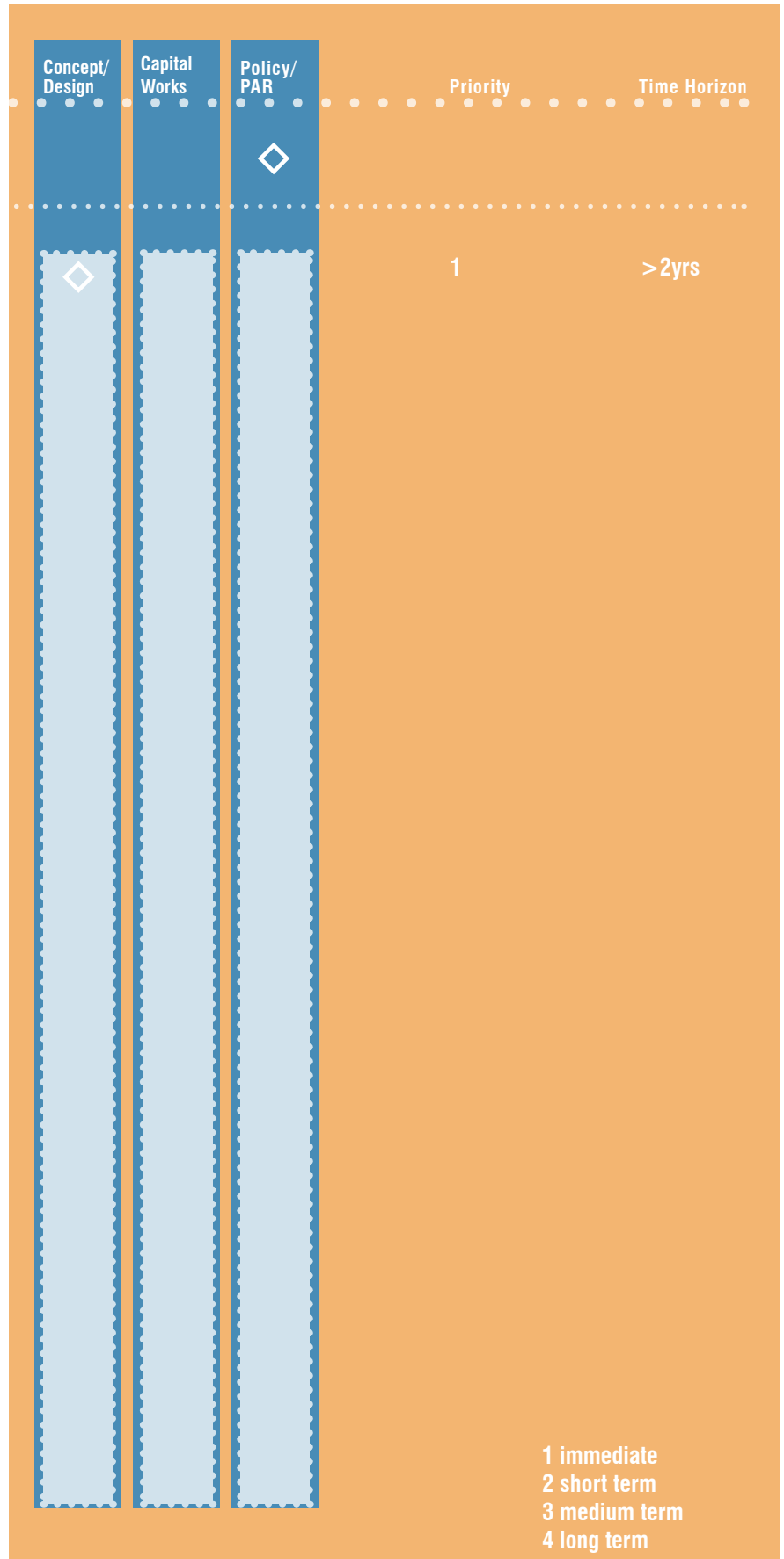


## Strategy

**01** To ensure access network gives priority to people

**02** Develop a Public Domain Strategy to include the following:

- *Introduction and Explanation of Public Domain Strategy*
- *Paving- various treatments including stone, concrete, bitumen*
- *Typical paving details*
- *Kerbing- various treatments including stone, concrete*
- *Typical kerb details*
- *'Pram ramps' – locations, size, treatment*
- *Bus Stops – typical details for location, shelter location, paving, tactile indicators, signage*
- *Pavement protuberances (for bus stops, taxi ranks, crossing points etc)*
- *Tree grates*
- *Tree lighting*
- *Drainage design details, including trench grates and side entry pits*
- *Strategies for service cover treatments- infill, stone, concrete, bitumen, other*
- *Edge details- steel, concrete, timber*
- *Guide to paving infill and cutting for 'best practice' outcomes*
- *Walls – seating, retaining, dividing, freestanding, signage, formal, informal*
- *Plinth details for statues, memorials etc*
- *Lighting Strategy – Pedestrian, street, road, feature, up lighting, integrated seat lighting, spotlights, aquatic lighting (for water features), wall lighting*
- *Lighting Manual to privately owned buildings and public spaces*
- *Drinking fountains*
- *Typical shrub bed planting details*
- *Typical tree planting details – in garden bed, in paving*
- *Water feature details*
- *Intersection treatment details, including signalised intersections*
- *Signage Manual*



## Projects

### 01 Black Diamond Square

• A new pedestrian priority public square between St Vincent Street and the Port River; with high quality public domain elements and feature artful elements such as light towers, kiosks, shade structures, water features and water play elements, good lighting, activated building frontages and a relocation of the 'Black Diamond' to the northern junction of St Vincent Street and Commercial Road

### 02 Streetscape Upgrades

• **Commercial Road.** Comprises improved public domain elements, lighting, angled car parking, street trees, plaza spaces, lighting, high quality retail offerings, relocated bus stops, incentives to restore and reuse heritage buildings

• **St Vincent Street.** Comprises improved public domain elements, lighting, angled car parking, street trees, plaza spaces, lighting, high quality retail offerings, relocated bus stops, incentives to restore and reuse heritage buildings and development of outdoor dining and a broad mix of cafes, restaurants and eating venues

### 03 Port Adelaide Transport Interchange

• Develop a multi use, high density, permeable transport interchange around the Port Adelaide Train Station with bus interchange at street level

• Develop street level public square around Port Adelaide Train Station oriented towards Commercial Road

• Allow integration of future light rail extension, either on existing track or along Commercial Road

### 04 Public Domain Strategy (see Principle/Strategy 06)

### 05 Woolstore Reuse Opportunities

### 06 Customs House and Market Sites

Concept/ Design	Capital Works	Policy/ PAR	Priority	Time Horizon
◇	◇	◇	1	<5yrs
◇	◇		2	>5yrs
◇	◇		2 dependent on Port River Crossings' construction	<5yrs
◇	◇	◇	2	>5yrs
◇		◇	1	>2yrs
◇		◇	2	>2yrs
◇		◇	2 dependent on land holder and market conditions	>2yrs

